

## **CX Solution for Airline Carrier**

Contact Center

# **A Leading American Airline Carrier upgrades their Digital Experience Crew love it, and the airline achieved significant cost savings**

The airline partnered with Voxai on its digital journey by modernizing IVR and optimizing crew schedule operations driving improved caller experience while achieving cost savings.

## Company

A Leading US Airline Carrier

## Voxai Solutions

- Genesys Cloud CX
- Unified Desktop
- Integrations (Siebel, Unify, AVRS)
- Workforce Management
- Proactive Notifications

## Key Results



**Improved  
crew experience**



**Reduction in costs  
due to schedule  
enhancements**



**Contextualized  
information for  
crew**

## The Business Challenge

1

The client needed to increase the quality of its scheduling process as there were critically frequent flight delays and cancellations due to mismanagement of its crew operations.

2

The systems had multiple IVRs and various integrations in siloes which were inefficient, cumbersome, and difficult to navigate.

3

Running on outdated technology, lacked computer telephony integration (CTI), and offered little insight into key performance metrics like schedule delays, deflection, and proactive notifications.

## Voxai – The Chosen One

After receiving initial proposals, the customer quickly narrowed the shortlist to a handful of vendors, all proposing the Genesys platform as the foundation of their solutions. After careful evaluation of the top finalists, the airline ultimately chose to partner with Voxai for a contact center modernization project:

- A clear vision of how the IVR solution could deliver a great caller experience while laying the foundation for multi-channel interactions in the future
- Unparalleled expertise and demonstrated skills in designing and delivering a world-class caller experience using the Genesys platform products, including contact center, WFM, and Analytics
- Proven ability to deploy successful solutions for handling both inbound and outbound customer care interactions
- Proactive notification solutions that enable proactively offering information to help solve crew problems and minimize the impact of travel disruptions



## Voxai Solution

Approximately three months after the project kick-off, we launched a much-improved Interactive Voice Response system on Genesys's Cloud CX, featuring various innovations to improve the crew operations and caller experience.

- Created a Center of Excellence (CoE) for managing crew schedules and processes
- Proactive delivery of information and anticipating the reason for the crew call driven by underlying business rules in the areas of crew scheduling, reminders, and updates to reduce caller times
- Created a unified desktop to provide direct support to crew queries by integrating backend systems, including Siebel CRM, Envoy, and WFM
- To support continuous improvement, Voxai also provided reporting and analysis tools that enable the airline to gain practical insights for improving the schedule experience and for informing business decisions
- Created a proficient task force through a specialized selection & training program

## A Successful Take-Off

After only six months in operation and adding new automated capabilities for IVR, the airline had already increased call containment by 5%. The increased containment yields significant annual savings for the airline. In addition to reducing costs, the airline's new system delivers the kind of fast, friendly, and personalized caller experience that makes them the airline of choice for many crew members.



**Improved  
crew experience**



**Reduction in costs  
due to schedule  
enhancements**



**Contextualized  
information for  
crew**



## About Voxai

For more than 17 years, Voxai has been the trusted partner for customer-centric brands for architecting, implementing, and managing Contact Centers and Customer Experience (CX) solutions. We combine forces with Genesys to recreate experiences centered on a unique brand purpose that close the gap between brand promise and customer experience. With a laser focus on core purpose, we help our clients meet their customers' needs, engaging them in brand-relevant experiences and shifting the focus from cost to growth. To learn more about how we help our customers deliver exceptional agent and customer experience, visit [voxai.com](http://voxai.com).

635 Fritz Drive, Suite 220, Coppell, Texas 75019  
Telephone: 972-691-3333



[/voxai-solutions](https://www.linkedin.com/company/voxai-solutions)



[@VoxaiSolutions](https://twitter.com/VoxaiSolutions)