



# Flying High:

How we're working with a global airline to take customer experience to the next level.

This award-winning global airline is renowned for its luxury, comfort and innovation. Serving more than 50 million passengers per year, it prides itself on a premium travel experience – including exceptional customer service.

The team is making the move to an omnichannel strategy, so customers can interact with them however it's most convenient – through phone calls, emails, SMS, chatbots or social media. We worked in partnership with the airline and Genesys to not only integrate their key contact and data systems, but also give every customer touchpoint the same on-brand look, tone and feel.

**90% of customers expect a consistent experience across all channels**

**Source:** [business.adobe.com/blog/basics/omnichannel-vs-multichannel-marketing](https://business.adobe.com/blog/basics/omnichannel-vs-multichannel-marketing)







## The benefits of omnichannel

### Greater flexibility and scalability

Transitioning to Genesys Cloud gave the airline everything they needed to embrace innovation, including introducing WhatsApp as a customer contact channel. This was implemented for premium customers within a month, rather than the several months it would have taken with legacy systems.

### Improved employee experience

Employee engagement is another key focus area, and we're working with the client to equip staff with their preferred devices, tools and support, as well as exploring app partners for wellness initiatives. Retaining experienced agents can have a direct impact on customer satisfaction: research shows that **when agent turnover is below 15%, CSAT scores improve by 26%**.

## We've got your back

- **Trusted experience** with CCaaS solutions and managing highly complex integrations.
- **Global reach** and local knowledge to connect customers securely and compliantly almost anywhere in the world – a critical capability for this airline.
- **End-to-end capabilities** with a 360 view of the client's technology estate, meaning customers can focus solely on their business and leave the complex bits to us.
- **Ready for what's next** by exploring the role of AI in:
  - Dealing with multiple languages
  - Data mining and agent assist
  - Improving chatbot capabilities

## The power of partnership

We have a long-standing relationship with this airline – this recent technology refresh was our third major project with them. And it's a two-way street: we often join forces to discuss the art of the possible and collaborate on new ambitions and roadmaps.



#### Offices Worldwide

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