



Case Study

Travel and Leisure

Latin America Airline Soars with TeleTech's Customer Care



9197 South Peoria Street
Englewood, Colorado 80112 5833

303 397 8100 or +1 800 TeleTech

www.telettech.com
Nasdaq:TTEC

Business Challenge

In recent years, the airline industry has seen declining passenger traffic, rising costs, and lower margins. Many carriers have had to discount ticket prices in order to keep planes full. Yet a leading airline based in Latin America continues to attract and retain passengers who pay full fares. Excellent customer service is the foundation of its winning strategy.

TeleTech Solution

The airline needed to consistently deliver an outstanding customer experience, improve processes, and boost business. Originally, it had relied on an internal customer care solution but as business grew, the airline was unable to handle the increasing volume of calls. TeleTech's customer management centers (CMCs) in Mexico City and Leon, Mexico offered a solution for delivering care in both English and Spanish.

The airline needed customer care for two programs: frequent flyer and reservations. The frequent flyer program, designed to reward repeat travelers, began in September 2001. Today 150 agents in our Mexico City CMC handle 130,000 calls a month regarding bonus travel points, benefits, and seasonal promotions which have been an important business driver.

Seasonal promotions for the frequent flyer program have generated a steady 3% to 4% annual increase each year. Despite an increase in the number of calls, we have been able to deliver a high level of service while keeping the costs per hour consistent for the last three years.

The airline's reservations program is larger, staffed by 330 agents who handle 300,000 calls, depending on seasonal fluctuations. The program is located in both Mexico City and Leon, creating the redundancy needed to respond to contingencies. It was launched in January 2004. Agents handle inbound care plus fax and email/web interactions regarding reservations, promotions, ticketing, and other travel-related issues.

02 Latin America Airline Soars with TeleTech's Customer Care



TeleTech®

The airline's initial goals for the reservations program were to reduce operational costs and increase ticket sales. The first goal was reached immediately; the second is ongoing. For the first nine months of the program, sales exceeded the original goal by 11%. We improved operations as well as ticket sales by reducing agent training time from six weeks to three and decreasing complaint calls by 20%.

Conclusions and Results

TeleTech has had a positive impact on the airline's bottom line from both revenue generation and expense reduction. We provide the care that has established the airline as the leader in customer service and facilitated increased sales without slashing ticket prices. We reduced training time and decreased customer complaints. We deliver a solution that addresses multiple language and cultural issues. The combination of excellent care and operating efficiencies translates into increased profitability – in any language.

Achievements Summary

- Reduced training time from six to three weeks
- Decreased complaint calls by 20%
- Kept per hour costs stable for three years while business volume increased by 3% per year
- Delivered customer care that differentiated the airline, eliminating the need to discount ticket prices in order to attract travelers

North America

Latin America

Europe

Asia-Pacific

