

As one of the largest airlines in the United States, providing superior service in every aspect of their customers' air travel experience is a priority.

Insite helped elevate its customer experience, saving them well over \$600,000.



\$450k+

Saved with  
Repeat Caller Initiative

\$175k+

Saved with  
Attrition Initiative



### Challenges

This company desired to successfully set up a second contact center location and embarked on a Contact Center Transformation initiative within their organization. From there, they requested a roadmap that connected the overall business mission, goals, values, and priorities of the Contact Center with their organization's current and future visions, preferences, and operational requirements. In addition, they wanted to align the Finance, IT, and Contact Center departments.



### Solutions

We evaluated this company, specifically focused on the customer experience. We collected data and information at multiple levels across 48 areas within their organization and then proceeded to score each item with red, yellow, and green codes. Using our ccBenchmark™ methodology, we were able to uncover some significant findings:

- They had minimal insight into how contact centers operate
- Transactions are not consistent or efficient
- Agents do not have all the tools specifically around knowledge management
- High attrition levels
- Minimal documentation on processes and procedures with knowledge transfer relying heavily on “tribal knowledge”
- Significant improvement opportunities across some customer channels



### Results

Based on the opportunities we found, we were able to help them by:

- Starting a repeat caller initiative
- Empowering agents with the knowledge to decrease call escalations
- Creating department processes through mapping job role processes, documenting today's approach, and training staff
- Changing routing logic for travel agencies
- Optimizing customer processes through articles hit most frequently vs. articles not yielding a response

All these improvements and initiatives helped save our client well over \$600k!

If you would like to learn more, contact us at [connect@callinsite.com](mailto:connect@callinsite.com)

