

# MAJOR AIRLINE TRANSFORMS CUSTOMER SUPPORT THROUGH BENCHMARKING

A METRICNET CASE STUDY

## CASE OVERVIEW

A major airline, known for its customer service, faced significant challenges in its customer support operations. The airline's Customer Satisfaction (CSAT) and First Contact Resolution (FCR) rates were well below industry averages. Additionally, there was a low adoption rate in their chat and self-help channels, and customers frequently complained about long wait times for voice support. The airline was also under intense pressure to reduce operational costs. To address these issues and transform their customer service, the airline embarked on a strategic benchmarking and improvement initiative that would transform their customer support operations.

### CUSTOMER PAIN POINTS

- The airline's CSAT and FCR metrics were significantly lower than the industry's average, indicating a gap in meeting customer expectations and resolving issues efficiently.
- Customers were reluctant to use the airline's chat and self-help options, leading to an over-reliance on traditional voice channels.
- Long Average Speed of Answer (ASA) in voice support led to customer dissatisfaction and increased operational costs.
- The airline faced the challenge of improving service quality while simultaneously reducing costs.

### STRATEGIC APPROACH

- The airline implemented efficiency measures to streamline operations, leading to a \$3.00 reduction in Cost per Contact.
- By improving the user experience and functionality of chat and self-help options, the airline increased adoption rates in these channels by over 400%.
- Utilizing MetricNet's benchmarking, the airline compared its processes and performance metrics against the performance of a comparable peer group and industry best practices, identifying areas for improvement.
- The airline revamped its workforce management and call routing systems, reducing ASA by more than 50%.

## KEY OUTCOMES

Within a year of implementing these strategies, the airline achieved remarkable results:

- The airline's customer service processes reached industry best practice standards.
- The airline achieved world-class status in customer service performance in less than a year.
- The improvements led to a better overall customer experience, reflected in higher CSAT scores.

By focusing on key areas such as digital channel adoption, process efficiency, and benchmarking against industry standards, the airline not only enhanced its customer service quality but also achieved significant cost savings

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