

## Snapshot

Name : oneworld

Industry: Travel

Location: BC, Canada

Website: [www.oneworld.com](http://www.oneworld.com)

Customer since: 2009

## Challenges

- ✓ High volume of emails
- ✓ 8 languages
- ✓ Limited support staff
- ✓ Several public portals
- ✓ Do more with less
- ✓ Strict corporate branding charter

## Results

- ✓ Built a knowledge base of the most frequently asked questions
- ✓ Reduce volume of inquiry by 70%
- ✓ Auto-assign to proper staff
- ✓ Skill based and language based workflow rules



## Background

**oneworld®** brings together 12 of the world's biggest and best airlines including **American Airlines, British Airways, Cathay Pacific Airways, Finnair, Iberia, Japan Airlines, LAN Airlines, Malév Hungarian Airlines, Mexicana, Qantas, Royal Jordanian** and 20 affiliates, with more registered to join in the next two years. Providing its customers and carriers with services and value that no airline is able deliver on its own.

## Challenges

**oneworld®** was facing an increasing number of emails, phone calls and incoming requests and questions. Customers queries would come in 8 different languages and staff are located in 3 different offices across USA and Europe. Something was desperately needed to centralize communications and provide consistent answers and responses to customers.

- High volume of emails
- 8 languages and 3 locations
- Limited support staff
- Several public portals
- Do more with less
- Strict corporate branding charter

## Solutions

CustomAnswers provided **oneworld®** with a dynamic knowledge base and customizable SaaS (Software-as-a-Service) Platform to capture, assign and track all incoming customer queries.

Through its multiple interface capabilities, relevant content is delivered to customers. The workflow now automatically suggests related answers and all incoming questions are directed to appropriate staff members and departments.

Very rapidly, the volume of emails and phone calls decreased by 70% leaving more time for staff to service customers with specific answers.

Each type of request is customized to record the exact needed information to quickly respond. This further reduced the thread of communication and the need to ask for additional information.

**oneworld®** was implemented in less than 2 weeks and adoption of the new system was immediate and pain free.



## Easy Implementation

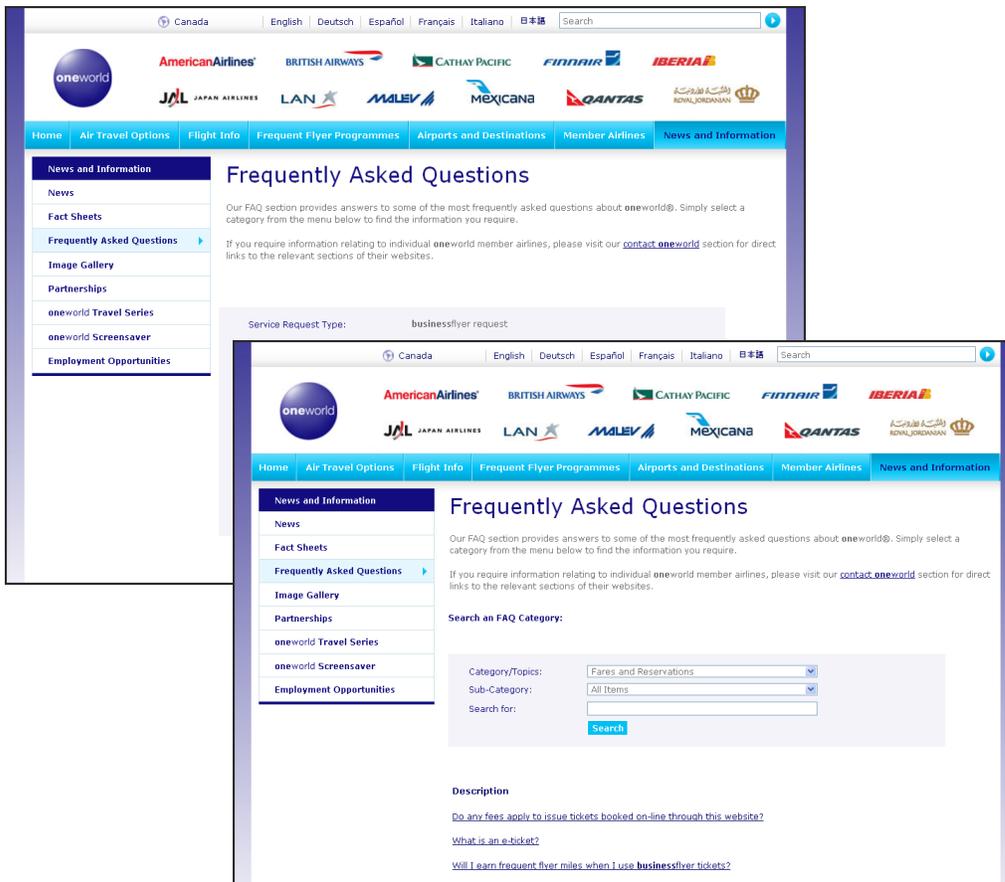
Synchronized with a third party translation software, the public portal delivers through 3 different customer interfaces and 8 languages a full web integrated platform. CustomAnswers implementation team was available at all times to assist and customize the application to the oneworld® specified requirements.

## Flexible workflow

Depending on the type of request and the language, all customers queries are routed and assigned automatically to the proper staff and department in the right location.

## Improved productivity

An immediate results was a decrease of support calls and emails while improving the quality and consistency of customer service. Staff can now spend more time on personalizing their customers specific requests.



## About CustomAnswers

CustomAnswers, a leader in Customer Relationship Management (CRM), offers a central system that manages and improves all inbound and outbound Customer interactions.

Delivered as a Software-as-a-Service (SaaS), CustomAnswers empowers organization of all sizes to provide outstanding Customer Service.

Founded in 2001, CustomAnswers are flexible, powerful, intuitive and easy to use.

Visit [www.CustomAnswers.com](http://www.CustomAnswers.com) for more information

“We are extremely happy with the results. Our volume of email is drastically reduced. The public portal is delivering its promises and the high level of customization allowed us to strictly comply with our corporate branding charter ”.

Petra Mayer  
Manager E-Commerce