

Supporting growth with outsourced customer support



Industry: Airline

Edelweiss, a premium leisure airline based in Switzerland, embarked on a transformative journey with Mindpearl in April 2013. To support its rapid growth, the airline wanted to work with a reliable outsourcing partner with specialisation in the travel industry.



The Challenge:

Initially, all customer support was managed in-house by Edelweiss. Some of the challenges included an absence of comprehensive call stats, reporting or quality standards, as operating a contact centre was new to Edelweiss and not necessarily a core business function. Edelweiss began the search for an experienced outsourcing partner with deep knowledge of the airline business, which could also bring flexibility to expand.



The Solution:

Mindpearl started with a thorough assessment of the existing procedures and customer support processes. In collaboration with Edelweiss, this was followed by the creation and implementation of new streamlined processes, effective reporting standards and advanced training documentation.

These processes facilitated the new customer support team which initially handled calls and emails. As the partnership evolved, Mindpearl's operation grew to over 80 advisors spread across Suva in Fiji, Cape Town in South Africa and Namibia, servicing a variety of channels and functions in several European languages and English.

Fiji was selected not just for the cost savings the island offers but also for the quality of staff available. Fijians speak English with a neutral accent and most already have vast experience in the travel sector from working in the island's own tourist industry. Referencing Mindpearl's Follow-the-Sun principle, Fiji also allowed Mindpearl to introduce a 24/7 operation in 2019.

Mindpearl prides itself on providing a complete customer experience, from the time of initial contact until after the journey is completed, through the following services:

- ◆ **Channels and services:** Passenger support via written correspondence, email, webchat, and voice for reservations, rebookings and other specialised passenger services.
- ◆ **Other support:** Ad-hoc support during peak times, promotions and campaigns, strikes and other business continuity events.

The introduction of a Helpdesk Chatbot in 2023 to support advisors marked a significant milestone in streamlining support processes. It is now the first point of contact for agents with account-specific questions, able to handle multiple requests simultaneously, 24/7, which results in reducing human workload and decreasing average call handling time.



Results:

The collaboration between Edelweiss and Mindpearl has yielded impressive results and significantly contributed to Edelweiss's operational success and growth. Mindpearl's support has been pivotal as Edelweiss has expanded its operations to include new long-haul flights such as Zurich to Las Vegas, Cuba and Cape Town, and upgraded class offerings.

- ◆ **Chatbot Impact:** : Reduced Helpdesk agents' workload by 41% within the first two weeks of its pilot phase.
- ◆ **AHT Improvement:** Improved average call handle time by 5% delivered largely as a result of the introduction of a chatbot solution to manage high volume, low value interactions, enabling human advisors to focus on more complex and sensitive tasks.
- ◆ **Team Growth:** Expanded from a small initial group of 8 managing calls and emails to over 80 advisors using 15 different media types, reflecting the scalability and flexibility of the partnership.
- ◆ **Customer Satisfaction:** Continued collaboration leading to optimal results and high service levels.
- ◆ **Cost Savings:** Significant cost savings through offshore outsourcing and the introduction of technology initiatives.
- ◆ **A Platform For Success:** With Mindpearl's roots and expertise in the airline industry they are uniquely well equipped to provide travel sector clients with a platform for growth, with experienced managers, advisors and training resources capable of deployment at short notice, just as they continue to do with Edelweiss.

