

Smart Travelers Get Smart Service with Aer Lingus and Astute

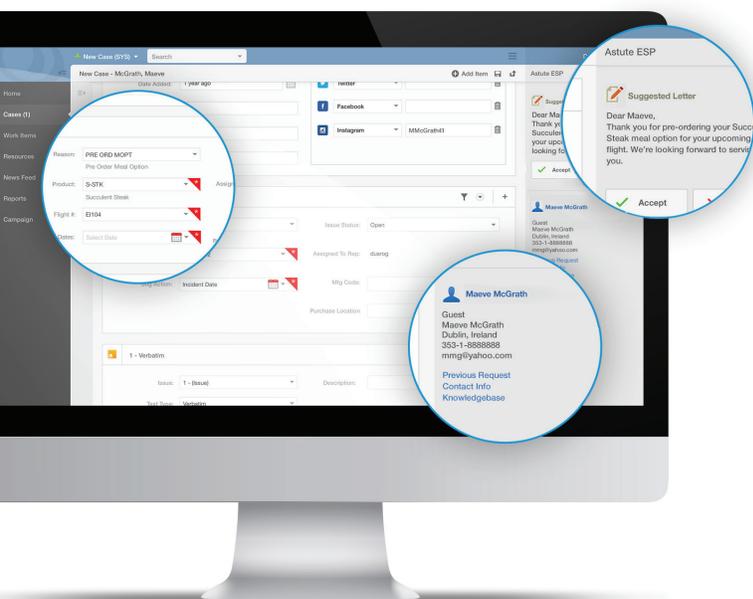
Aer Lingus is the national airline of Ireland, operating 63 aircraft on routes to destinations in the UK, Europe, and North America, carrying 12 million guests annually. As Ireland's only 4-Star airline, its mission is to connect Ireland to the world and to become the leading value carrier operating across the North Atlantic. Its guests can choose from over 100 routes in Europe and 11 North American destinations with more than 100 onward connections across the U.S and Canada, available with its partner airlines. Aer Lingus is also a member of International Airlines Group (IAG), one of the world's largest airline groups.



The Challenge

Becoming more proactive in consumer experience

In the early 2000s, Aer Lingus realized they had outgrown their internal case management system and were determined to find software that would allow them to be more proactive in the guest experience. The Aer Lingus team in North America, though relatively small, had a wide scope of responsibility in guest relations, the call center, and online sales. Their need was clear: a case management system that integrated all guest interactions into one platform, providing agents with a complete guest history and eliminating the need for guests to repeat their issues. Simplicity and flexibility needed to be key features of the system as well, with the ever-changing airline industry.



The Solution

Arriving at first class guest service with ePowerCenter™ and Astute Knowledge™

Aer Lingus North America found the software that best met their needs, selecting Astute ePowerCenter™ and Astute Knowledge™. The combination of value for the price, with the ease and simplicity of integration into their system won them over. Rather than forcing Aer Lingus to adapt to the products, the Astute products adapted to Aer Lingus. The knowledgebase equips employees with the correct answers to every situation. If they receive a new inbound question, the answer can easily be added into the system for future cases. In 2015, the airline looked to expand technology into more areas of the business. Not wanting to assume that Astute Solutions was still the best option, they re-evaluated software offerings in the market.



ePowerCenter™
Customer Engagement CRM

After reviewing all of the systems, Aer Lingus VP Jack Foley concluded: "Astute products again came out front and center in terms of value, price, as well as support systems."

Aer Lingus then upgraded to the SaaS interface of ePowerCenter. Now all guest relations employees, service centers, and disruption handling staff have access around the clock, enabling them to be available 24/7 and more proactive with each guest. In addition, all incoming engagements come into the same data center, providing Aer Lingus agents with a holistic view of the guest journey.



The Results

Guest experience takes off while costs are descending

Aer Lingus has seen its guest service experience improve while overall resource and distribution costs have fallen. Its upgraded system has resulted in improved productivity and a reduction in guest service call time by nearly 35%.

Aer Lingus has a newfound ability to focus the distribution channels of guest communications, being able to complete the interaction within the initial channel or connect them via other channels without losing information, and, in turn, provide a better guest experience. Aer Lingus has expanded its digital presence with the use of Astute Knowledge, making it possible for agents to flow calls back and forth between North America and Ireland. The products equip agents with consistent information, regardless of where the guest is calling from. The improvement in efficiency within the airline has been contagious, as Aer Lingus was named Ireland's most punctual airline of 2016 and ranked 4th for most punctual airline for flights landing in the UK.



-2 min



Over time working with the team at Astute, we were able to modify (improved) questions...to where a typical five minute call would go down to a three minute call. By eliminating two minutes, you're eliminating a cost per call and you're reducing it almost 35%. That's how we measure success.

– VP of Aer Lingus North America,
Jack Foley



"They pride themselves in having smart travelers, and smart travelers need significant support. We're proud to do our small part in enabling Aer Lingus to be one of the best airlines out there in how they deal with their customers and the difficulties, disruptions, and pleasantries that happen as we all travel these days."

– Ray Carey, COO of Astute Solutions