



Case Study

AlFursan

DMS was appointed as the service provider to take over and manage the entire AlFursan Member Service Center operations. As soon as members initiate a request to become members, DMS will handle all aspects of that customer's membership. This includes all tasks related to handling member communications (calls, emails, fax) and data entry activities related to the program.

The main reason for Saudi Airlines to outsource AlFursan service center was to reduce overhead costs and operational costs, to increase the service level offered to the members, and benefit from the strong call center infrastructure DMS possesses. From the member's point of view, the main issues were increased frustration, long waiting times and low satisfaction levels.

Action

A full study of the SV center activities, policies and procedures was undertaken. This identified obstacles, areas of improvement and inefficient processes in the work flow. A new IVR was designed and developed that would automate many of the centers services. The number of representatives was increased to be able to deal with the high number of calls, and in anticipation of the new recruits.

In addition to that, working hours were increased to 10 hours per day and six days per week. A rigorous recruiting process was put in place to locate individuals with the needed level of experience, character and customer service abilities. Periodical training sessions and refresher courses were given to the representatives to ensure man power quality.

Result

Even though the number of hours and number of reps increased, overhead costs decreased. Operational costs also decreased due to the fact that all activities related to data entry were done in one location, whereas formerly it was done in different locations and even countries. To add, the more efficient processes increased speed and quality of data entry activities.



“ Number of calls (no busy tone) increased by around 54% which increased overall member satisfaction. ”

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Furthermore, as a result of the above, the results for the service center were outstanding and are as follows:

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2. Number of calls handled by representatives relative to total calls routed to reps increased by around 25%
3. Number of calls abandoned dropped from 22% to 3.5% resulting in increased member satisfaction, decreased number of lost calls and overall lower frustration.
4. The average time to answer calls dropped dramatically from 6:52 minutes to 0:40 seconds per call. This resulted in a decrease in STC costs and higher member satisfaction levels.
5. The new IVR resulted in higher number of members being able to complete requests without the need to talk to a rep. 25% of calls received were closed through the IVR.

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