# IGT SOLUTIONS

# Increase in Air Cargo Revenue for a leading Airline in the US

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## Business Challenges

- The airline was facing a dip in its cargo division revenues because of dropping sales conversion rate.
- It was also struggling to reduce longer call transaction time that was leading to an increased percentage of abandoned calls and customer dissatisfaction.
- Thin margins and cost pressures were further exacerbating the situation.

## Business Need

The airline lacked in-house resources to improve its cargo Sales and Reservation process. It decided to outsource the operations to an experienced logistics BPO service provider.
The client chose to leverage IGT Solutions offshore capabilities to optimize costs, increase sales and improve customer experience.

## Benefits

- Efficient and cost-effective results due to off-shoring.
- **44%** increase in sales conversion within a year.
- **25%** improvement in AHT (Average Handle Time).
- Instrumental in improving the CSAT to **88%.**

## About the Client

The client is a leading airline in the US and delivers cargo services using its comprehensive route network of nearly 4,500 flights a day to 339 airports. The airline is committed to award-winning customer service with industry-leading operational and on-time performance.

## Solution

IGT Solutions provided contact center services to support the **General Cargo Reservations (GCR)** and **Pet Cargo** processes of the airline. IGT team worked in tandem with the client to ensure smooth implementation.

The scope of work consisted of offering the following services:

- Inbound Calls in English
- Supporting Internal & External customers across cargo products including:
  - ✓ Schedules & Availability
  - ✓ Air Cargo Regulations
  - ✓ Rates & Reservations
  - ✓ Tracking & Tracing
  - ✓ Escalation Management
  - ✓ Product & Service Up-sell

Process Associates were trained on the training modules and SOPs created by a team of cargo specialists. Additionally, call flow processes were also designed for each of the call types to ensure a high quality of customer engagement and reduce the Average Handling Time (AHT).

- General and PET New Booking
- Freight Tracking
- Checking for Flight Availability
- Rate Quote Inquiry
- GCR or Pet Inquiry
- Station Call Out