

Air Mauritius chose Amadeus Call Centre Solution to boost their business, reduce operational costs & provide first-class customer care.

Confronted with growing competition, Air Mauritius was looking for ways to streamline their business processes and enhance their customer service. Amadeus Call Centre Solution, based on the airline edition of Amadeus Selling Platform and customised to their specific needs, helps them reach their objectives. Through the standardisation and automation of processes, from reception of customer calls to ticketing and fulfilment, Amadeus Call Centre Solution enables Air Mauritius to significantly increase their productivity and provide first-class customer service.

In brief

The Challenge

- > Concentrate call centre activities in one location
- > Facilitate platform access from all markets
- > Reduce costs
- > Provide first-class customer service

The Solution

- > Amadeus Call Centre Solution
 - > Altéa Reservation Desktop, the airline edition of Amadeus Selling Platform
 - > Computer-Telephony Integration
 - > Integration of private applications such as Air Mauritius' Intranet and Frequent Flyers database
 - > Dynamic Desktop to switch sales office configuration
 - > Customised workflows

The Results

- > Reduction in operational costs
- > Business optimisation
- > Premium customer care



About Air Mauritius

Air Mauritius is the national carrier of the Republic of Mauritius. Incorporated in 1967, the airline today flies direct to more than 25 European, Asian, African and regional destinations. The company has a young fleet which is composed mainly of Airbus aircraft – the A340-300 and A319-100, two new A340-300E's and soon the A330 as well. It also operates ATR72-500 aircraft for island destinations.

In 2006/2007, Air Mauritius carried a total of 1.17 million passengers and 33.6 thousand tons of cargo.

The Challenge

Air Mauritius was looking to concentrate their contact centre activities currently held in Mauritius, Reunion Island, UK and France in one single location, and later to extend the strategy to all their other locations.

Amadeus Call Centre Solution has allowed us to cut operational costs by 15% and reduce the length of calls by 40%!

Sushil Baguant
Executive Vice President –
Information Systems
Air Mauritius

The airline's main objectives were to enhance their market presence and coverage, provide easy access to their platform from all their markets and increase direct sales. They were also seeking to reduce costs and offer the very best customer service, initially to their frequent flyers, and in a second step, to all their customers.

During the booking process, agents had to juggle with several applications which didn't communicate with each other. Air Mauritius was looking for ways to simplify and optimise their agents' daily work to allow them to better serve their frequent flyers and sell more.

In addition, Air Mauritius decided to set up its Global Contact Centre in a new building in Mauritius, the new Cyber Tower, to benefit from the latest technology and dedicated Internet lines and operate even more efficiently.



Amadeus Call Centre Solution enables us to serve our frequent flyers in a more personalised and efficient way, thus significantly increasing our customer satisfaction.

Sushil Baguant
Executive Vice President –
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The Solution

Amadeus Call Centre Solution, based on Amadeus' industry-leading front office platform for airlines and travel agencies, perfectly answered Air Mauritius' business objectives and operational requirements.

To help Air Mauritius concentrate their activities in Mauritius, Amadeus consultants integrated their telephony system (CTI) directly into Amadeus Selling Platform and installed the sales office configuration of their four most important markets on all agents' desktops in Mauritius. With the Dynamic Desktop functionality, an agent's workspace automatically switches to the correct sales office configuration according to the origin of the call and gives the agent the relevant local content.

In addition, thanks to the technology of Amadeus Custom Desktop, customer profile databases and all the external applications that Air Mauritius' agents had to juggle with have been integrated in the Amadeus front office system. Amadeus Call Centre Solution now provides Air Mauritius agents with a single user interface for all their point of sale activities.

When agents log on, information from the Air Mauritius Intranet is displayed to alert them to the latest news they may need when making a travel arrangement for a customer, such as new security rules in a specific airport or weather alerts. Once agents are logged on, they are ready to take calls.

Amadeus Call Centre Solution automatically recognizes the caller and instantly displays customer profiles and PNR history through the contact management system. Indeed, thanks to the integration of their frequent flyer database, Air Mauritius' agents now have all the details of their frequent flyer customers to hand and can significantly reduce the length of calls.

Amadeus consultants gave Air Mauritius' IT teams additional training on how to integrate their own scripts and third-party tools, enabling them to further automate specific agent tasks.

The Implementation

The project team was composed of functional, integration and support specialists as well as two project managers (one from Amadeus and one from Air Mauritius) to ensure permanent coordination.

The integration between the Amadeus front office system, the telephony system and the existing applications and databases was performed by Amadeus consultants directly at Air Mauritius' offices.

Amadeus handed over to Air Mauritius' IT team for the deployment of the solution, giving them autonomy and control of their new call centre solution.

The Results

Through the concentration of their point of sales activities and the automation of their call centre platform, the fully integrated Amadeus Call Centre Solution helped Air Mauritius reduce operational costs by as much as 15%.

Amadeus Call Centre Solution enabled them to enhance their agent's productivity and boost their business. Their agents can now handle more calls and thus manage more sales, while delivering premium customer care.

Indeed, Amadeus Call Centre Solution accelerates each booking by reducing the time required to process a PNR, allowing the agent to reduce the length of the calls by 40% and provide a more personalised service.

In the words of Sushil Baguant: "With the implementation of Amadeus Call Centre Solution, we have already enhanced our productivity while providing an even better service to our customers, and we expect to get more benefits from it in the future".

**Get more from your call centre
– with Amadeus Call Centre Solution!**

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