

SkillSource's Impact on Enhancing Customer Service for a Top Australian Airline

CUSTOMER PROFILE

A leading Australian airline, with a modern fleet and strong passenger focus, commanding a substantial market share.

BUSINESS OUTCOME

- Reduced airport personnel needs, lowering operational costs and boosting revenue.
- Centralized baggage office led to eliminating multiple trainers
- 90% call response rate within a minute, scalable to 180% during disruptions.
- Post-COVID: 44% increase in CSAT and 77% improvement in cost optimization.
- Regular reports enhance luggage handling performance and team effectiveness.
- 62.5% improvement in the Baggage Restoration Rate



14400

claims handled in CY 2023



\$ 2 MN

saved in claims negotiations



44%

improvement in CSAT scores

CHALLENGES

- Lack of capacity for global support across time zones.
- Disorganized baggage services cause delays and financial losses.
- Customer frustrations over misplaced baggage require skilled handling and adherence to regulations.
- High call abandonment rates lead to increased complaints.
- Financial setbacks due to inadequate claims handling expertise.

PROJECT EXECUTION

- Trainers received comprehensive training on all systems.
- IT team and client collaborated to establish 24/7 operations with a three-stage backup plan.
- Developed instruction manuals and FAQs for system use and passenger handling procedures.
- Conducted regular audits to verify executives' task proficiency post-training.
- Coordinated with diverse ground handling companies across serviced airports.
- Communicated regular updates to passengers about missing baggage and claims.

Client Quote:

“We are delighted with SkillSource's overall performance with great subject matter expertise, adaptability and reliability for last 15 years. SkillSource has been extremely flexible throughout the Covid pandemic providing adequate commercial arrangements and support during these challenging times.”