



BAGGAGE SERVICES FOR A LEADING EUROPEAN AIRLINE

Our proactive strategy of reaching out to customers affected by delayed, lost, or damaged luggage not only elevates their experience but also generates significant cost reductions. This initiative has led to indirect savings of over \$4 million dollars annually.

CLIENT PROFILE

A prominent European airline, that has established itself as a leader in the Trans-Atlantic market and global aviation industry, offering over 100 routes for diverse traveler needs, leading to enduring appeal and growth in the industry.

CHALLENGES

- Capacity issue for global support
- Unorganized baggage services
- Delays in baggage restoration causing financial losses
- Need for skilled handling of misplaced baggage and customer complaints, abandoned calls
- Customer outrage on social media causing PR damage

OUR SOLUTION

- Comprehensive knowledge transfer of applications
- Development of process manuals and FAQs
- Regular coaching and audits of our staff
- Robust IT infrastructure with round the clock coverage
- Coordination with diverse ground handling companies across serviced airports.
- Regular updates to passengers on missing baggage status.

SERVICES OFFERED

- **Centralised Baggage Services**
- **Social Media Engagement**
- **Airport performance reports and insights**

BUSINESS BENEFITS

- Entrusting communication tasks to our executives has lowered operational costs and enhanced revenue for the client.
- Centralizing the baggage office reduces the need for multiple trainers, leading to operational efficiency.
- Achieving a 90% rate of answering calls within a minute and a scalable capacity of up to 180% during disruptions.
- Social Media CSAT Score improved by 42%
- Post-COVID, CSAT increased by 30% due to consistent passenger updates and a shorter baggage recovery period.
- Regular reports provide insights into luggage handling performance, empowering the client to improve team effectiveness.
- The airline saw a 62.5% improvement in the Baggage Restoration Rate.

Client Quote:

"SkillSource has provided excellent outsourcing services for over 6 years, impressing customers and enhancing competitiveness by managing our baggage customer service effectively. It has been the best decision we have made."