CASE STUDY:

IATA

CLIENT PROFILE

The International Air Transport Association, or IATA, is an international trade organisation created over 60 years ago by a group of airlines. Today IATA represents around 230 airlines that cover 93% of programmed air traffic. The organisation also represents, leads, and serves the airline industry in general.

INDUSTRY

AIRLINE INDUSTRY

www.IATA.org

BUSINESS NEEDS

With the objective of offering its clients a more expeditious and faster service in the validation of its cards, it was necessary to integrate the information of various information systems and present all the information in a centralized manner in the customer service platform.

RESULTS

With this system Banc Sabadell now has the following options:

- **A satisfied client.** Routing the call to the most appropriate agent, based on which client is calling, guarantees a satisfied client without the need for internal call transfers.

- **Efficient.** The system takes advantage of the code introduced by the client to retrieve their record card and make it instantly available to the agent. This cuts seconds from the call, resulting in more calls being serviced and reducing the need to hire more agents to cover the volume of calls.

- **Extensible.** The system is modular and allows for the addition of new countries, languages and services.

- **S**tandards. Standard components have been used in its development

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IATA HAS BEEN ABLE TO TAKE ADVANTAGE OF TECHNOLOGY TO OFFER ITS CLIENTS QUALITY SERVICE. THIS SOLUTION ALLOWS IT TO OFFER A CONSISTENT AND EFFICIENT SERVICE, TAKING MAXIMUM ADVANTAGE OF ITS ASSETS

The IATA Customer Service Centre in Madrid serves the airlines and airports of more than 15 countries and 13 languages within Europe. They needed a made to measure solution that enabled them to attend calls in the quickest and most efficient manner possible.

SOLUTION

1. The Voice platform that would service clients: based on Avaya Interactive Response, it uses an application that records the client identification code to route calls to the appropriate agents. A reliable, scalable and easy to manage architecture

2. CTI Middleware that collects the information from the Avaya IR, and forwards it to the Salesforce.com web application, which carries out a "screen-pop" and retrieves the client's record card

SOFTWARE & SERVICES

Figure 1. IATA Framework

- *Avaya Communication Manager*
- *Avaya Application Enablement Server*
- *Avaya Interactive Response*
- *Avaya IP Agent*
- *Salesforce.com*
- *Technologies:*
  - *Java*
  - *PL/SQL*
  - *TSAPI*
  - *Voice XML*
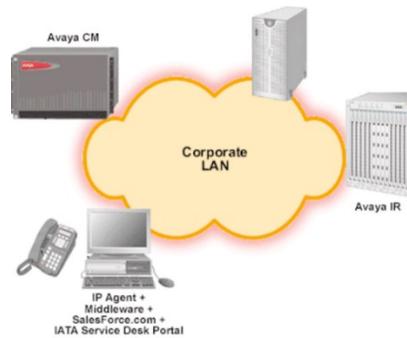
ABOUT US:

Today, PlusNet Solutions is a leader in the customer communications industry, providing the world's best solutions in Unified Communications, Business Process Management and Analytics.

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