

# Air Deccan

## Aspect Provides Air Deccan's India Contact Center with Unified Capabilities for Simple, Fast and Efficient Customer Service

"Aspect® Unified IP™ has met our expectations and is supporting our rapid growth. We started with a 100-seater and are now expanding our contact center to 130 seats with plans to scale up to 230."

### Col. Arvind Saxena

Chief Information Officer,  
Air Deccan

### Products

- Aspect Unified IP

### Results

- Responds to 25,000 customer calls on peak days and an average of 12,000 per day, generating up to 15 percent of all ticket sales revenue through its contact center.
- Improved inbound call handling by 22 percent.
- Increased agent productivity by 30 percent.
- Better customer contacts and high rate of conversion.
- Call monitoring of customers for internal purposes.

### The Company

Air Deccan, which started operations in 2003 as India's first low-cost carrier, is a business unit of Deccan Aviation Private Limited, India's largest private heli-charter company. It connects 55 destinations in India with 265 flights daily, making it the second largest domestic airline in India.

The airline currently operates a fleet of 14 Airbus A-320 Aircraft and 21 ATR Turboprop Aircraft with about two aircrafts being added each month. Having flown more than 5.8 million passengers since its inception, Air Deccan has experienced very rapid growth due to its aggressive expansion initiatives.

Since Air Deccan deals with travelers at all times, communication is key in providing their customers the best service possible. In 2005, Air Deccan moved its then 60-seat contact center to a new state-of-the-art contact center facility in Bangalore that accommodates 100 agents, enhancing the company's handling capacity several times over. The contact center's primary objective was to help the airline tap into a potential base of customers who wanted to fly but had neither internet access nor credit cards. Also, the center would support its interactive website by handling its customer inquiries, bookings and air ticket cancellations.

### The Business Challenge

To achieve the success as India's first low-cost airline, Air Deccan adopted an array of new procedures. Besides doing away with in-flight meals, reducing the crew and adding more seats per flight, it introduced the system of electronic ticketing through which it was able to offer tickets at 25 to 30 percent lower prices than those of full-service carriers. Using Air Deccan's interactive website ([www.airdeccan.net](http://www.airdeccan.net)), customers can book their e-tickets directly over the Internet. This website became very popular and soon grew to become one of the largest e-commerce sites in India.

Air Deccan had a number of challenges that it needed to address as it grew. This included maintaining its competitive edge of providing simple, fast and efficient ticketing solutions and customer service, automating its customer interactions to allow agents to easily manage multiple types of interactions, as well as continue to improve overall performance. Finally, the contact center needed to be able to keep pace with evolving global and national customer requirements for a wider array of services.

Air Deccan realized that its new contact center required a robust, unified contact center solution that would support multiple interaction channels including voice, email, web chat and self-service. The airline aimed to simplify all its contact center services and functionalities to make each process more convenient and more easily accessible to passengers. After evaluating various options, Air Deccan chose Aspect Unified IP.

### The Solution

"Air Deccan selected Aspect Unified IP because of its proven offering of high reliability, scalability, flexibility and comprehensive functionality on one platform," said Col. Arvind Saxena, chief information officer at Air Deccan. "Combined with around-the-clock customer service from Aspect and the support of its technology center in Bangalore, Aspect Unified IP was the right choice for us. We've improved our call handling, increased agent productivity and are turning our contact center into a stronger revenue generator for the business as a whole."

Aspect Unified IP is a complete contact center solution that unites inbound, outbound and blended multichannel contact (voice, email, web and fax), while also delivering voice portal, recording and quality management, and unified reporting and administration capabilities. In addition, Aspect Unified IP provides application service provider (ASP) capabilities enabling service providers to host multiple

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clients segmented as individual tenants. Architected and built from the ground up to scale from ten to thousands of seats, it incorporates a robust set of core features that support sophisticated contact strategies for both session initiation protocol (SIP)-based voice over IP (VoIP) and traditional voice.

As part of the implementation, Air Deccan integrated its booking engine with the universal Airlines Reservation Maintenance Software to provide real-time information about flight schedules, arrivals and departures to callers. Aspect provided all the necessary equipment and hardware with software integration from Wipro, a provider of integrated business, technology and process solutions.

**Results**

Air Deccan experienced immediate improved productivity. Using Aspect® Unified IP™, the airline was able to attend and respond to as many as 25,000 customer calls on peak days. The voice portal capability of Aspect Unified IP enabled Air Deccan to offer customers promotional offers, flight information, reservations, rescheduling services, ticket cancellation packages and refunds via an automated menu. Passengers could book their air tickets through the portal and those without credit cards could hold their bookings by paying in cash within 24 hours at a hold-and-pay facility or at an airport reservation counter. As most of these types of transactions are now automated, agents have time to address more complex customer issues.

Whether customers choose to speak to an Air Deccan agent directly or use the voice portal’s menu options, the Aspect Unified IP automatic call distributor (ACD) intelligently routes the call based on the dialed numbers (DNIS), calling party identification (ANI), available agents, customer profile, service levels or defined business rules. The ACD also helps manage overflow routing, call re-routing based on queue statistics, abandoned call recuperation and multisite routing.

The universal queue capability in Aspect Unified IP organizes incoming contacts across all communication channels in a single queue and routes them to the most appropriate agent, taking wait times, incoming traffic volumes and service levels into consideration. This enables Air Deccan to make changes to the provisioning rules without stopping and starting systems, campaigns or services. In addition to voice channels, Air Deccan’s contact center agents can continue to take calls or interact with customers via text chat/messaging.

The automatic outbound dialing feature enables Air Deccan to use multiple dialing options, such as predictive, preview, timed preview and manual to deliver a message involving flight status when a customer answers his or her phone, to respond automatically to a number of follow-up questions and to route the answering customer to a live agent if necessary. It also fully integrates email management for sending, receiving, routing and auto-responding to emails.

Making sure that customers receive a quality experience from their contact center agents is very important to Air Deccan. By using the multichannel recording and quality monitoring system in Aspect Unified IP, Air Deccan is able to review interactions between its agents and customers, and provide offline or real-time coaching to the agents.

**About Aspect**

Aspect provides software and consulting services that turn the potential of unified communications into real business results across the enterprise and in the contact centre. Applying 35 years of insight and experience, Aspect helps two-thirds of the FORTUNE Global 100, as well as small and medium enterprises, power their business processes with communications. For more information, visit [www.aspect.com](http://www.aspect.com).

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