



Case Study: A Leading International Airline

About the Company

The airline is one of Europe's largest airlines. It operates worldwide scheduled passenger and cargo services to 185 destinations in 83 countries.

Business Objectives

- Create a customer centric culture throughout the organisation
- Find an alternative to the existing manual feedback collection process
- Establish management information and measurement tools to measure the impact of initiatives on customer experience
- Manage customer perceptions
- Address the problem of inconsistent service delivery

CFS Implementation

Nihilent linked the Customer Feedback System to the airline's service vision, service strategy and defined customer experiences.

Five distinct points where airline staff interacted with customers were identified and CFS devices were placed to capture customer responses.

- Ticket office (fixed device)
- Check-in (fixed device)
- Airport lounges (portable device)
- Boarding gates (portable device)
- Baggage services (portable device)

The CFS system generates daily reports, which are consolidated and submitted to airline management. Nihilent leverages its expertise in customer feedback analytics and assists in identifying service level gaps, creation of action plans to improve those areas and provide the management with a clear view of current service levels.

Benefits Delivered

The implementation of CFS and the availability of strategic information has enabled the management of the airline to:

- Automate the feedback process to limit opportunities for errors and free up resources to act on feedback received
- Keep decision makers in constant touch with customer satisfaction level information
- Take necessary steps to enhance services and become more competitive
- Identify training and other development needs of staff and develop front-line action plans for operational improvements
- Measure performance trend data for pinpointing capacity issues or developing long term plans
- Measure performance against customers' expectations
- Create a culture of accountability for customer experience
- Improve customer loyalty and support customer growth
- Entrench in the business practice, a process for communicating customer feedback & taking action to improve customer satisfaction regularly
- Address issues tactically to improve strategic customer satisfaction measures
- Create a competitive business differentiator