



Building Relationships One Call at a Time

Case Study: American Airlines Cargo



Performance Management Solution Lifts Customer Experience to Greater Heights

“When you’re looking to your contact service center to provide a real business edge in today’s competitive marketplace, you need to have a partner like NOVO 1 that knows how to get you there – fast.”



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SUMMARY

INDUSTRY

Logistics

CUSTOMER PROFILE

As a prominent leader in the logistics industry, American Airlines Cargo provides daily scheduled service to over 250 cities in 40 countries, with over 1,000 daily flights. To serve this extensive network and ensure a positive customer experience, AA Cargo teamed with NOVO 1 more than 18 years ago to form a strategic business relationship. The partnership is centered on a single vision: meet the ever-changing and high demands of being a leader in logistics. Today, a dedicated staff of 60 employees from NOVO 1's customer contact center handles a monthly average of 45,000 inbound calls and 7,600 electronic transactions for AA Cargo.

GOALS

- Improve quality of customer experience while driving increased value to both AA Cargo and its customers
- Reduce average call times and improve first call resolution rates
- Deliver greater operational efficiencies

SOLUTION

NOVO 1's customized, scalable contact service center solution

BENEFITS

- Provided smarter, as well as time and cost-efficient business processes to deliver real-time access to information needed to respond to customer demands
- Reduced average handle time (AHT) and increased call quality
- Enhanced employee interaction & problem resolution

1 Challenges

Since today's contact centers are one of, if not the key customer interaction channel, they need to support customer satisfaction, financial goals, and defined business objectives. American Airlines (AA) Cargo wanted to explore strategies to improve the quality of the customer experience while at the same time drive increased value to both their company and their customers. Making the challenge even more difficult, AA Cargo was faced with addressing more complex customer questions and issues than ever before. Simultaneously, AA Cargo wanted to answer more calls with fewer people, increase quality service, reduce average call times, improve first call resolution rates, and deliver greater operational efficiencies.



Successful companies realize that retaining existing customers is more cost-effective than acquiring new ones. To this end, AA Cargo approached its long-term, strategic business partner, NOVO 1, to deliver a customized, scalable contact service center solution to improve their customers' experiences as well as enhance AA Cargo's efficiency, productivity, and effectiveness and achieve higher levels of customer service excellence.

2 Solutions

The first step for NOVO 1 was to conduct a thorough evaluation of all aspects of AA Cargo's business, including an analysis of the company's existing technologies, business processes, people, service offerings as well as their strategic approach to business. Together with AA Cargo, they developed a blue print for what the future should look like in an effort to ensure an exceptional customer





“NOVO 1 understood how everything could work seamlessly together in a unique way which helped us leverage each of the benefits and guided us every step of the way.”



experience, one in which AA Cargo is the provider of choice in an increasingly competitive global marketplace.

Throughout each phase of the project, NOVO 1 worked closely with AA Cargo on all knowledge-sharing and resource management activities. The company made significant investments in AA Cargo's existing infrastructure, such as integrating industry-leading technologies that delivered rapid access to all necessary information to ensure a smoother interaction with customers. NOVO 1 dissected the day-to-day business processes in an effort to streamline operations and yield greater efficiencies.

To further optimize business operations, NOVO 1 and AA Cargo implemented an extensive performance management training program. The objectives were to: reduce average handle times, improve quality, reduce cost per contact, motivate employees, and improve employee efficiencies while increasing customer satisfaction. The training included:

- Focus on metrics
- MBWA (Managing by walking about)
- Team huddles
- Team performance scoreboards
- Daily frontline manager meetings
- Call forecasting



NOVO 1 and AA Cargo also introduced effective time management strategies, enhanced communication skills, provided data analysis and problem solving techniques, plus offered effective coaching to improve performance and guide contact center agents through calls, both quickly and efficiently.

3 Results

NOVO 1 implemented initiatives to decrease costs, leverage leading-edge technologies, and create unique business processes to work smarter, better, and faster. These initiatives allowed AA Cargo contact service center agents real-time access to the information needed to make informed decisions and swiftly respond to their customers' growing demands.

NOVO 1 and AA Cargo's performance management program delivered greater employee interaction and improved problem resolution; reduced handle time (AHT); increased quality; raised schedule adherence; and provided an in-depth understanding of variables that impacted and prevented employees from achieving team objectives.

The end result: a win-win for both AA Cargo and its customers with greater customer satisfaction and increased value for the company. Not only did NOVO 1 meet AA Cargo's specific needs, the organization delivered a customized, scalable contact center service solution that exceeded AA Cargo's expectations.



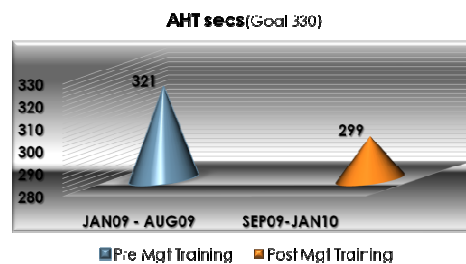


“NOVO 1 came through again. Not only did they work with us to bring to the table innovative strategies which improved operational efficiencies, and added value to the customer experience, they implemented performance management practices and new technologies that achieved our never-ending business goal of delivering service excellence.”

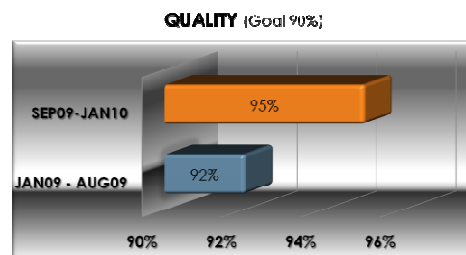


4 The Bottom Line

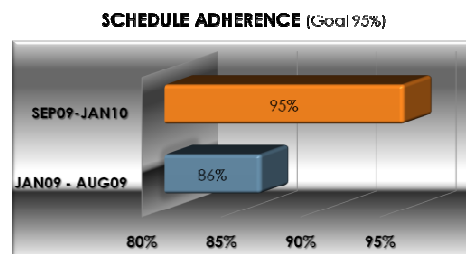
N Reduced hold times



N Increased quality



N Generated new insights into factors that prevented employees from achieving team objectives



5 About NOVO 1

Your contact center is the front line between your brand and your customers and prospects. Every relationship is relevant and every conversation is critical. Since 1987, Fort Worth-based NOVO 1 has dedicated itself to tailoring contact center solutions to support clients' business goals in building customer relationships and growing their brands. The company delivers adaptable solutions implemented with proven processes and people for industries, such as healthcare, financial, retail, and logistics. Whether it's a healthcare service, B2B logistics dispatch or a retail customer retention program, NOVO 1 provides a scalable, safe, and seamless extension to your business.

