



Travel Communication Platform

About the Organization

One of the top 5 airlines in the world, operating over 3,600 flights per week to more than 154 cities in 81 countries across six continents. Additionally, the client has diversified into related industries and sectors such as cargo, airport services, engineering, hospitality services, catering, and tour operator services, all with a primary focus to deliver superior customer service.

Challenges Faced

For its diversified operations across all business units, worldwide locations, and customer & employee base, the client needed an enterprise messaging system to enhance their operations through instant, real time internal communication.

Solution

Route Mobile deployed a three-phase messaging platform for all internal and external communication across 40 different departments with.

Phases

Core Enterprise Messaging solution:

The client uses this to relay time critical flight information and status updates across the world. The system is fully integrated with the airline's system through SMPP, interacts with the internal DB's, and provides real time delivery reports.

Inbound Communication:

By deploying local short codes, the airline customers can send messages to the concerned person within the organization for effective communication.

Global Two-Way Communication:

We deployed a global virtual mobile number integrated into our enterprise platform, which is used to send critical operational messages to the management team who can immediately respond via SMS for instant two-way communication.

Impact of Solution

- ▶ The entire platform is centrally managed and each department has the option to use the most convenient interface (SMPP, Web, HTTP, etc.). As the airlines' stakeholders are located across the globe, the ability to communicate instantly with each of them has facilitated enhanced relationship management.
- ▶ Operational response time is expedited and streamlined using this system. All ground crew and flight staff are constantly updated regarding flight operations at the hub airport.
- ▶ Customer Feedback System - using short codes and virtual numbers, our system enables the airlines to receive feedback/comments/complaints from customers across the world. For example, if an individual had a bad travel experience, he/she can immediately send an SMS to the VP of Global Customer Service for further action.