

LOW COST AIRLINE JETSTAR AIRWAYS NEEDED A FIRST-CLASS VIRTUAL CONTACT CENTRE TO SUPPORT THE PROMOTION OF NEW SERVICES AND NEW MARKETS

GENESYS AND ENGAGE HELP DELIVER SUPERIOR CUSTOMER EXPERIENCE WITH A CLOUD-BASED SOLUTION, WITH NO IMPACT ON END-USER PRICING



CHALLENGES

- Flexibility to allow the introduction of new services, languages, countries and additional resources quickly and easily into its call centre network
- Enable rapid deployments to additional contact centres and new resources to optimise customer service delivery
- Ensure consistency across multiple contact centres and multiple languages to ensure better customer satisfaction

SOLUTION

- On-demand Contact Centre Services to approximately 750 agents starting with 4 contact centres based in Australia and Asia

Products include:

- Genesys CIM High Availability
- Genesys SIP Server
- Genesys Inbound Voice
- Genesys Outbound Voice
- Genesys Interaction Workspace
- Genesys Orchestration
- Genesys Infomart
- Genesys Workforce Management (WFM)
- Genesys Voice Platform (GVP)
- Nuance Open Dialogue Speech Recognition)

BENEFITS

- SIP-based platform deployed on a hosted 'on-demand' service enables cost effective virtual customer services
- One system handles all contact centres, services and languages, which ensures faster customer service delivery, and results in increased customer satisfaction
- Rapid roll-outs, including a new 200 agent contact centre in production in weeks, which saved on implementation costs
- No maintenance or management overhead costs passed on to the customer



Jetstar Airways is the fastest growing airline in Australia and Asia. It operates in the budget travel sector and places a high value on customer service. Part of their charter is ensuring customers are always well informed, its contact centre operations aim to handle all customer interactions in a helpful, fair, open and consistent manner. Genesys cloud-based customer contact platform, developed in partnership with local partner ENGAGE, provides a reliable Software as a Service (SaaS), supported with the collective knowledge, creativity and experience of its contact centre engineers and solution architects

“A LOW-COST AIRLINE NEEDS ITS SUPPLIERS TO OFFER THE BEST POSSIBLE VALUE SO IT CAN PASS THIS ON TO ITS CUSTOMERS. SERVICES NEED TO BE INEXPENSIVE, BUT ALSO EXCELLENT. GENESYS HELPS ENGAGE DELIVER THE SOFTWARE PLATFORM THAT IN TURN ALLOWS JETSTAR’S CONTACT CENTRES DO PRECISELY THAT.”

Aaron Panozza, founder and Managing Director of ENGAGE, providers of Jetstar’s contact center ‘on-demand’ software services

JETSTAR AIMS TO PROVIDE THE BEST FLIGHT EXPERIENCE FOR THE BEST PRICE, AND TO MAKE EVERY PART OF THE CUSTOMER EXPERIENCE UNCOMPLICATED AND ENJOYABLE.

IT NEEDED TO BE ABLE TO INTRODUCE NEW SERVICES QUICKLY AND EASILY, AND THE PREVIOUS CONTACT CENTRE ARRANGEMENT WAS SIMPLY NOT FLEXIBLE ENOUGH.

THE CHALLENGES

Jetstar Airways is the fastest growing airline in Australia and Asia. It operates in the budget travel sector and, unlike most airlines, it is highly profitable. Also unlike most other budget airlines, it places a high value on customer service. While most airlines look to maximise yield by keeping space to a bare minimum, Jetstar seeks innovation to reduce costs. That search for innovation includes optimising how it runs its contact centres and other customer service functions.

Jetstar’s commitment to customers is to provide the best flight experience for the best price, and to make every part of the customer experience uncomplicated, pleasant and enjoyable. Jetstar also ensures that customers are always well informed, and sets out to handle all customer interactions in a helpful, fair, open and consistent manner.

For several years, Jetstar had used an outsourcing agreement with an Australian call centre service provider to manage its bookings and customer services. However, it realised that it was tied to that single supplier, so couldn’t take advantage of better rates offered by alternative suppliers. Even more critically, it needed to be able to introduce new services, languages and additional resources quickly and easily, and the current arrangement was simply not flexible enough. As Jetstar currently takes bookings in English, Mandarin, Cantonese and Japanese, it decided to search for contact centre software that would enable the company to consistently provide superior service to its customers.

THE SOLUTION

ENGAGE has developed a cloud-based customer contact platform using Genesys software, which it deploys to its customers on Software as a Service (SaaS) basis, meaning that customers effectively rent the solution by the month, paying for as many seats as they need. The ENGAGE Platform is the result of combining best-practices, reliable and proven Genesys customer service software, with the collective knowledge, creativity and experience of its contact centre engineers and solution architects.

Cloud-based solution a clear advantage

The platform is provided as a hosted, ready-to-use service and is accessed by enterprises on a utility basis — removing the need for upfront capital expenditures, or ongoing maintenance and upgrade costs. This means that it can be made available on clients' premises, partner facilities, onshore, offshore or even remotely (at home).

Aaron Panozza, Managing Director of ENGAGE, explains some of the advantages of the ENGAGE platform approach, “We have worked with Genesys software for nearly 15 years, and at several companies. We know what it is capable of, and in our opinion it is the best contact centre solution on the market. The Genesys SIP architecture is game changing. It lends itself to hosting and cloud deployment, and the functionality means that we can implement it in a way that helps agents do their job well rather than constrain them with a bunch of rules. So, to produce our SaaS offering for Jetstar, we clearly needed to put Genesys at the heart of the platform.”

The Genesys SIP-based architecture enables very cost effective virtual customer services so that ENGAGE can deploy its solution anywhere there is a data connection, and the Genesys Hosted Platform Edition (HPE) high availability platform provides high capacity, and makes the solution fault tolerant. This tolerance has proved very important in a region that, during the last year, has

seen two major earthquakes in New Zealand, cyclones and floods in Australia, volcanic eruptions in Indonesia and Chile and, more recently, the earthquake and tsunami in Japan. “Throughout all that, Jetstar kept flying,” says Panozza.

Fast rollout, immediate improvements

Panozza's company also takes a different approach to rolling out new services to clients. “When a customer such as Jetstar signs up, they immediately have access to everything,” he says. “The limitation on using new features in this model is not ‘when do they pay for it’, it's ‘when are they ready to use it’.”

This approach follows ENGAGE's determination not to provide what Panozza terms “static solutions” to customers operating in highly dynamic competitive environments, such as airlines, and means that Jetstar is able to roll out new customer services, such as allowing check-in from mobile phones and issuing boarding passes via SMS, almost instantly. What's more, Jetstar will also open Skype as an extra voice channel.

“The majority of Jetstar's bookings come through the Internet, and the contact centre deals mostly with people calling from mobile phones,” says Panozza. “In environments such as these, you have to be able to respond to customer requirements instantly. We use Genesys Voice Platform (GVP) which is a key component of the Nuance speech recognition functions and to instantly route the call to the right agent together with all associated information in a screen pop. The agent is therefore immediately aware of everything that's going on with that inquiry or booking, and can resolve it quickly and without stress to either them or the customer.”

CUSTOMER SUMMARY

Jetstar Airways Pty Ltd

Market: Transportation

Employees: 7000

International destinations: 28

URL: www.jetstar.com



BUSINESS PARTNER

ENGAGE has developed a cloud-based customer contact platform using Genesys software. The platform is provided as a hosted, ready-to-use service and is accessed by enterprises on a utility basis — removing the need for upfront capital expenditure and exorbitant, ongoing maintenance and upgrade costs. ENGAGE is based in Melbourne, Australia. www.letsengage.com.au

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Aaron Panozza, Managing Director of ENGAGE, providers of Jetstar’s contact center ‘on-demand’ software services

Jetstar is now using Genesys Workforce Management (WFM) to ensure it has the right resources at the right time available in its contact centres, and also uses Genesys to dynamically manage the trunk capacity at peak times so that no contact centre becomes overwhelmed by call volumes. “Orchestration is important here in ensuring that the customer knows how long they should expect to wait.”

The flexibility of hosted solutions

The Jetstar project started with a four month sales cycle that saw ENGAGE competing against the likes of Cisco and Avaya. One of the key advantages that ENGAGE had was how rapidly it could roll-out its solution. “Jetstar had access almost straight after they signed the contract,” says Panozza. “The others were proposing ‘stand still’ solutions with long and complicated build and rollout programmes, but Jetstar is constantly seeking improvement, and we could give them everything they wanted as soon as they were ready to take it.”

This flexibility meant that Jetstar was recently able to open a new 200-agent contact centre in the Philippines within weeks, simply by deploying the ENGAGE platform built on Genesys solutions. “The only way to roll-out software that quickly is the cloud,” says Panozza. “It also means that you only have to build it once, and any changes you make are instantly reflected across the whole user organisation. Jetstar could use our implementation of Genesys software as soon as they were ready for it.”

NEXT STEPS

Jetstar has clearly taken-off in Australia and Asia with consistent growth and profitability — fueled not just by offering low prices, but by providing excellent customer service. It is constantly seeking new ways of doing things, whether in the air — by rolling-out Apple iPads as its in-flight entertainment platform, for example — or within its booking and customer service functions.

The expansion of existing contact centres and the addition of others is also on the cards, and ENGAGE confidently predicts that it will only take weeks, or even just days, to rollout its customer service software platform to these new resources.

As Aaron Panozza concludes, “A low-cost airline needs its suppliers to offer the best possible value so it can pass this on to its customers. Services need to be inexpensive, but also excellent. Genesys helps ENGAGE deliver the software platform that in turn allows Jetstar’s contact centres do precisely that.”

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EMG5867110801