

Centralizing and enhancing CX at one of the leading airports with Konnect Insights

This case study explains how Konnect Insights is used as an omni-channel customer experience management platform that primarily offers social community engagement, analytics and social listening insights. It also serves as a central platform for other customer touchpoints such as emails, calls and chats. The integrated management and reports is done within Konnect Insights

A Case Study by Konnect Insights





KONNECT INSIGHTS

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Overview

This is an International airport and one of the main airports in the country. It is one of the fastest-growing airports in the world, the busiest Airport in South India...



15M+

Pax per year



3rd

Largest airport in India



300M

Pax per year

The airport, a bustling hub of travel and activity, sought to elevate its customer experience management to new heights. The airport achieved a significant milestone on December 1, 2023, by crossing the 300 million passenger mark since the launch of its operations or Airport Opening Day (AOD).

With a fast paced growth and millions of passengers engaging with them across channels, there were certain challenges that were hindering the airport to scale the customer experience management efforts. This case study explores in detail how the airport leveraged Konnect Insights to streamline their operations, integrate their contact center, automate WhatsApp interactions, and establish a robust command center for real-time monitoring and decision-making.

Challenges Faced



■ Disparate Systems: Lack of Integration

Before the implementation of Konnect Insights, the airport faced a significant challenge due to disparate systems. The call center and ticketing system operated independently, leading to disjointed processes and inefficiencies in customer support.



01

Silos in Communication:

The call center agents, tasked with handling customer inquiries, operated within their system, while the ticketing system existed in isolation. This siloed approach resulted in a lack of seamless communication between the teams.

02

Duplication of Efforts:

Agents often found themselves duplicating efforts, as they had to manually transfer information from the call center system to the ticketing system. This not only consumed valuable time but also increased the likelihood of errors and inconsistencies in the ticket data.

03

Inefficiencies in Customer Service:

The disjointed systems hindered the agents' ability to provide efficient and timely support to customers. They struggled to access relevant customer information quickly, leading to delays in issue resolution.



Manual Ticket Creation: Delays and Potential Errors

The manual ticket creation process at the airport's call center posed several challenges, impacting the efficiency and accuracy of their customer support operations:

01

Time-Consuming Process:

Agents had to manually enter customer details, issue descriptions, and categorizations into the ticketing system for each call. This process was time-consuming and diverted agents' attention away from addressing customer concerns.

02

Potential for Errors:

The manual entry of data increased the risk of errors in ticket details. Agents could inadvertently input incorrect customer information, leading to misrouted tickets or delayed resolutions.

03

Inconsistencies in Ticket Data:

Due to the manual nature of ticket creation, inconsistencies often arose in the format and content of tickets. This made it challenging for supervisors and managers to analyze trends and track performance effectively.



WhatsApp Spam: Risk of Overwhelming the System

As the popularity of the WhatsApp channel grew for customer interactions, the airport encountered the challenge of managing potential spam messages and irrelevant queries:



Volume of Messages:

The widespread use of WhatsApp as a communication channel meant that the airport received a high volume of messages daily. Managing this influx of messages manually was a daunting task for the agents.



Risk of Mismanagement:

Without a streamlined process in place, there was a risk of important customer queries getting buried under a barrage of spam messages. This could lead to delays in addressing critical issues and impacting customer satisfaction.



Efficiency Concerns:

Agents spent valuable time sifting through messages to identify genuine customer inquiries amidst the noise of spam. This inefficiency hampered their ability to provide prompt and effective support.





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Need for Real-time Monitoring: Centralized Command Center

The airport recognized the importance of real-time monitoring to stay responsive to customer needs and make informed decisions. The establishment of a centralized command center was crucial for several reasons:



01

Holistic View of Customer Interactions:

The command center provided a comprehensive dashboard displaying customer interactions across all channels, including calls, WhatsApp messages, social media mentions, and emails. This centralized view enabled agents and supervisors to have a holistic understanding of customer queries and feedback.

03

Efficient Resource Allocation:

By having a centralized hub for monitoring, supervisors could allocate resources effectively based on the current volume of interactions and the nature of customer inquiries. This ensured that the right agents were assigned to handle specific issues promptly.

02

Immediate Insights:

With real-time monitoring, the airport could gain immediate insights into emerging trends, high-priority issues, and customer sentiment. This allowed for proactive decision-making and swift responses to critical situations.

04

Proactive Issue Resolution:

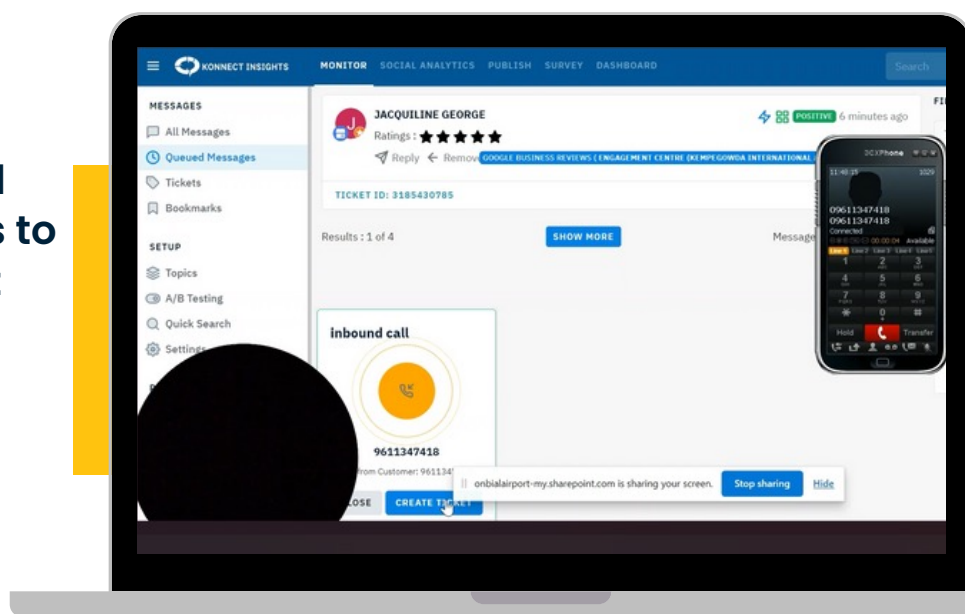
The command center's alerts and notifications feature enabled the airport to proactively address potential problems. Alerts for keywords, high-priority tickets, or unusual activity allowed agents to intervene swiftly and prevent escalations.

Solutions Implemented



Integrated Contact Center for Seamless Ticketing with Konnect Insights

The airport partnered with Konnect Insights to revamp their contact center operations, ensuring a seamless ticketing process:



Agent Mapping:

To bridge the gap between the call center and ticketing system, Konnect Insights meticulously mapped all call center agents' details within the platform. This included phone numbers, email IDs, and agent profiles.

Agent Prioritization:

Leveraging the IVR integration, tickets are intelligently assigned to the respective agent who handled the call. This ensures familiarity with the customer concern, quick resolution, and personalized service.

Real-time Ticket Creation:

When a customer initiates a call to the support center, Konnect Insights' integration with the Interactive Voice Response (IVR) system enables instant identification of the caller. A pop-up appears on the agent's screen with detailed customer information, allowing agents to swiftly create tickets or escalate queries as needed.

Unified Ticketing Platform:

Konnect Insights served as the centralized hub for managing tickets from the call center, social media, WhatsApp, and emails. Agents now have a single interface to view, manage, and respond to customer queries across various communication channels.







Real-time Insights:

Supervisors and managers gain real-time insights into call volumes, ticket statuses, agent performance, and customer feedback. This enables proactive decision-making and resource allocation based on actual customer needs.



Efficient WhatsApp Integration with Workflow Automation

Recognizing the popularity of WhatsApp as a customer engagement channel, the airport brand and Konnect Insights implemented a robust solution:

Call Center		2 PROFILES
 Telephony Call (3213213213) (Telephony Call (3213213213) (3213213213))	Sukumar R 28 Dec 2023 11:50 AM	Active 
 IVRS (08022012001) (IVRS (08022012001) (08022012001))	Sukumar R 03 Jan 2024 03:27 PM	Active 
ChatBot		1 PROFILES
 Whatsapp Channel (4694f17db2824a59) (Whatsapp Channel (4694f17db2824a59))	Sukumar R 29 Dec 2023 11:26 AM	Active 

Configured WhatsApp Channel:

The airport's WhatsApp support number was seamlessly integrated into Konnect Insights as a profile, enabling direct and convenient communication with customers.

Automated Workflow:

Konnect Insights team along with the chatbot team, developed a sophisticated workflow for WhatsApp queries:



Customers are greeted with automated prompts to choose between raising a complaint or providing feedback.



Feedback options include categorizations for positive or negative feedback, allowing for nuanced understanding of customer sentiment.



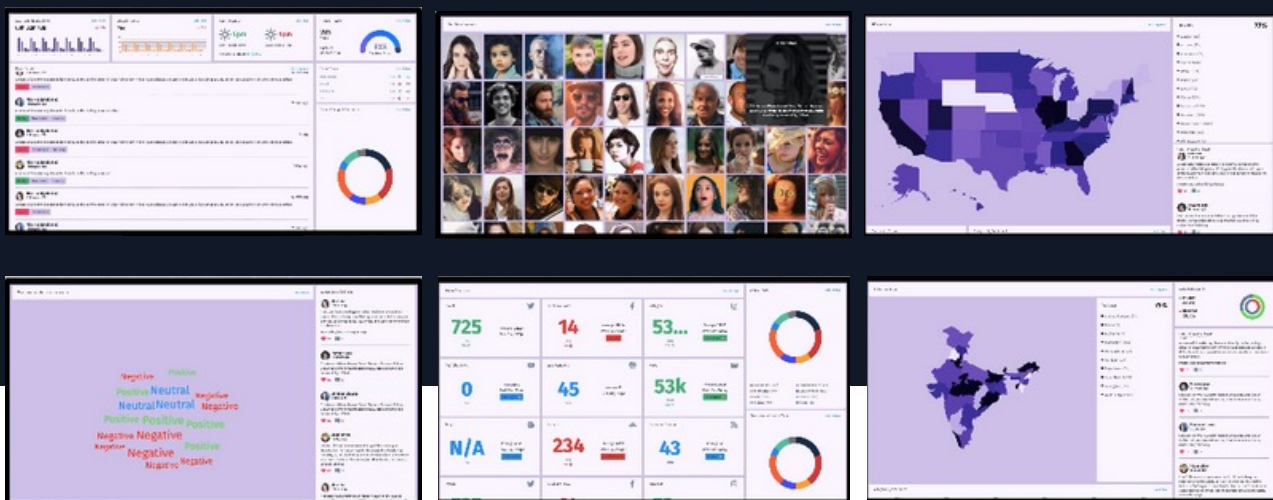
For complaints, customers can opt to escalate to an agent for immediate assistance, ensuring swift resolution of issues.



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Establishment of Command Center for Real-time Monitoring

To bolster their operational efficiency and decision-making capabilities, the brand implemented the Command Center feature within Konnect Insights:



1

Live Ticketing Dashboard:

The Command Center provides a comprehensive, real-time view of all customer interactions across channels. Agents and supervisors can monitor incoming calls, WhatsApp messages, social media mentions, and emails from a single dashboard.

3

Customizable Alerts and Notifications:

Supervisors can set up alerts for specific keywords, high-priority tickets, or unusual activity. This ensures immediate attention to critical issues, enabling proactive resolution and escalation.

2

Dynamic Reporting and Insights:

Through the Command Center's reporting tools, the airport gains valuable insights into customer behavior, preferences, popular queries, and overall customer satisfaction levels. Detailed analytics and data visualizations empower decision-makers to make informed choices and optimize customer service strategies.

4

Operational Agility:

Armed with real-time data and insights, the airport can swiftly adjust staffing, resources, and response strategies to meet fluctuating demands. This agility ensures optimal customer service levels and seamless operations even during peak hours or unexpected events.

Results and Benefits



Streamlined Operations and Enhanced Efficiency

Unified Platform: Konnect Insights became the central hub for all customer interactions, eliminating the need for agents to juggle multiple tools and platforms.



Improved Ticketing Process

Real-time ticket creation, agent prioritization, and unified ticketing platform have reduced response times, ensuring prompt and efficient customer support.



Spam Reduction:

Automation of WhatsApp workflows drastically reduced spam messages, allowing agents to focus on genuine customer concerns.



Personalized Service:

Agent mapping based on IVR integration ensures personalized and efficient assistance for each customer, leading to higher satisfaction rates.



Enhanced Agent Productivity:

Agents can now focus on addressing customer needs rather than spending time on manual ticket creation and data entry.



Improved Customer Experience



01

Multi-channel Engagement:

Customers can reach out via their preferred channels, whether it's a phone call, WhatsApp message, or social media post, ensuring a seamless and convenient experience.

02

Faster Resolutions:

With real-time monitoring and alerts, critical issues are addressed promptly, leading to faster resolutions and heightened customer satisfaction.

03

Proactive Issue Resolution:

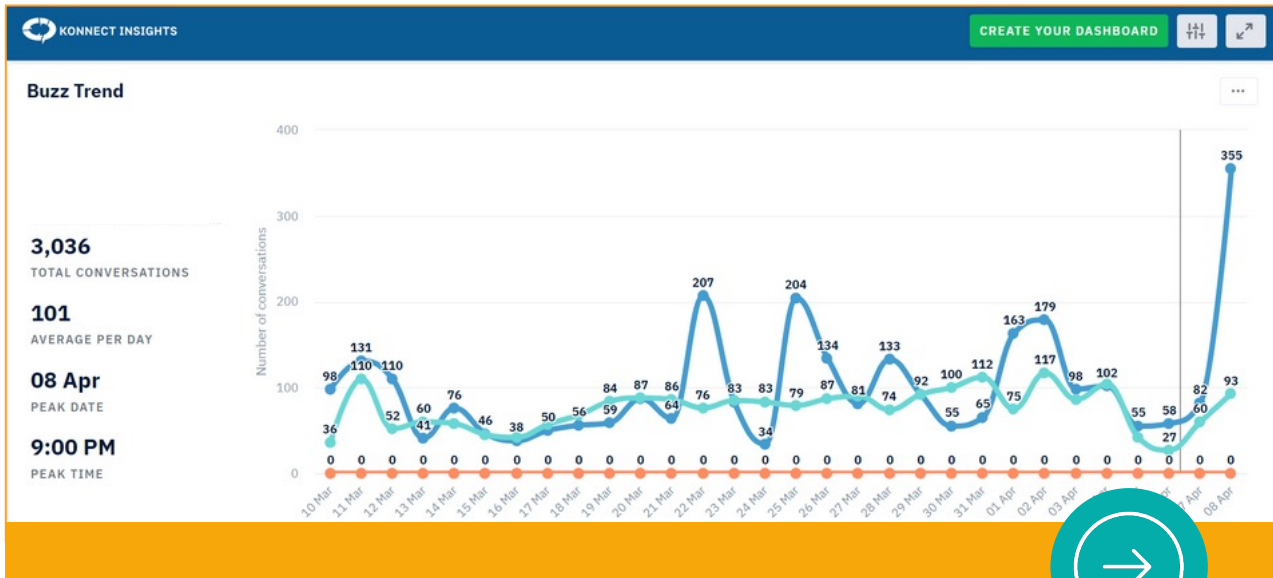
The Command Center enables proactive identification of emerging issues, allowing the airport to address them swiftly and prevent escalations.

04

Personalized Engagement:

Through IVR integration and automated WhatsApp workflows, customers receive personalized responses and tailored assistance, enhancing overall customer experience.

Empowered Decision-making with Command Center



Real-time Insights:

The Command Center provides actionable insights into customer behavior, preferences, and emerging trends, enabling data-driven decision-making.

Operational Agility

The airport can make informed choices in real-time, optimizing resources, staffing, and response strategies for maximum efficiency.

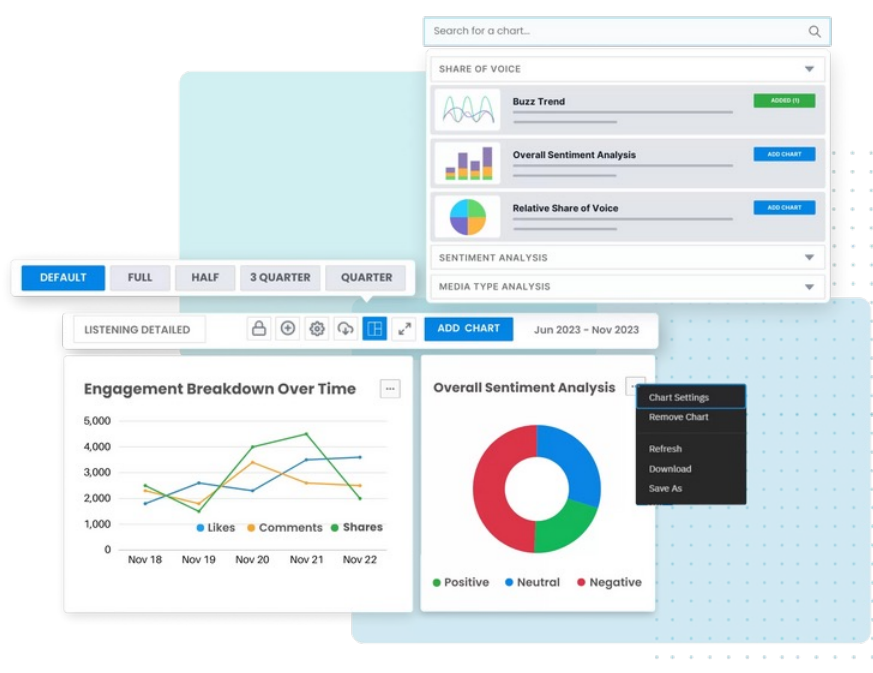
Continuous Improvement:

Regular analysis of data and insights from Konnect Insights allows the airport to identify trends, areas for improvement, and opportunities for innovation in customer service.



Future Expansion and Scalability

In its commitment to continuous improvement and staying at the forefront of customer experience management, the airport plans to further expand its capabilities with Konnect Insights. These future initiatives include:



BI Tools for Enhanced Reporting:

The airport brand aims to integrate Konnect Insights' robust Business Intelligence (BI) Tools into its system. This integration will elevate their reporting capabilities to new heights, allowing for:



Advanced Analytics:

Deeper insights into customer behavior, trends, and preferences through sophisticated data analysis.



Customized Dashboards:

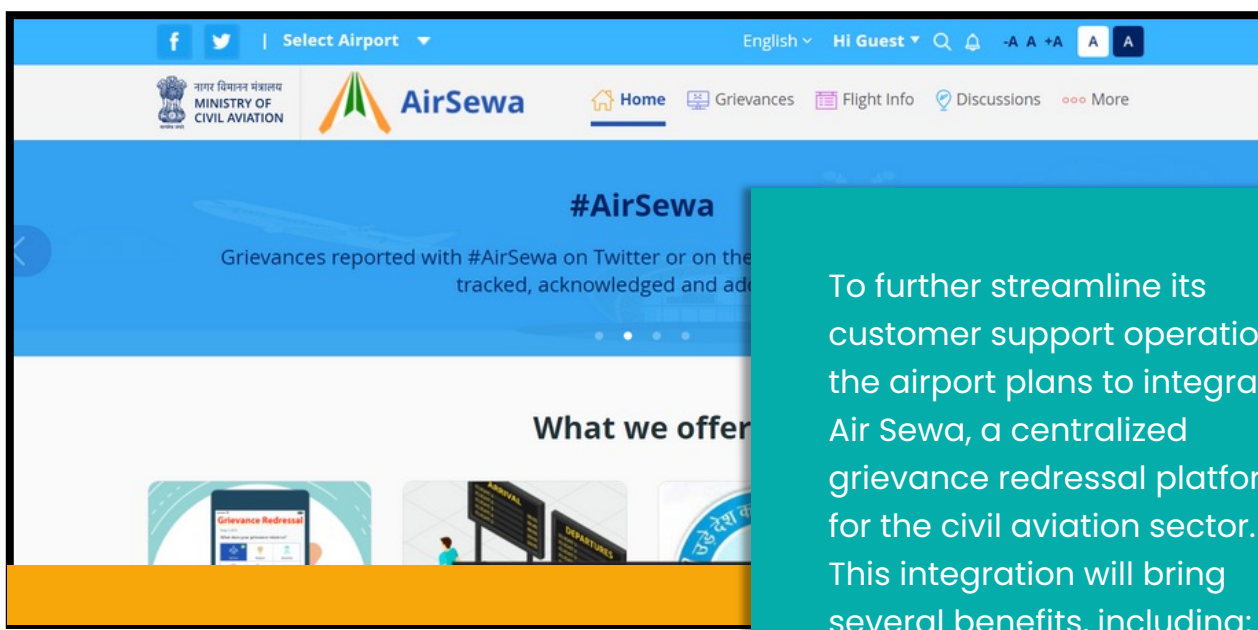
Creation of dynamic and interactive dashboards tailored to specific KPIs and business objectives.



Real-time Performance Tracking:

Instantaneous monitoring of key metrics such as ticket resolution times, Csats scores, and operational efficiency.

Air Sewa Integration for Seamless Customer Support:



To further streamline its customer support operations, the airport plans to integrate Air Sewa, a centralized grievance redressal platform for the civil aviation sector. This integration will bring several benefits, including:



Unified Ticketing System:

Integration of Air Sewa with Konnect Insights will create a seamless ticketing system that consolidates customer queries from various airline services and airport facilities.



Efficient Query Handling:

Agents will have access to a comprehensive view of all customer grievances and complaints, enabling them to provide swift and efficient resolutions.



Enhanced Collaboration:

Improved communication and collaboration between the airport and partner airlines, fostering a unified approach to customer service.



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Feedback Management System with QR Code Integration:



The airport recognizes the importance of capturing real-time feedback from passengers to continuously improve its services. To facilitate this, they plan to implement a Feedback Management System using QR codes placed strategically across the airport. This system will offer:

01

Easy Accessibility:

Passengers can conveniently scan QR codes located at various touch points within the airport premises, such as check-in counters, security checkpoints, and boarding gates.

02

Instant Ticket Creation:

Upon scanning the QR code, passengers will be directed to a feedback submission form within Konnect Insights. This form will automatically generate a ticket for the specific feedback received.

03

Categorization and Prioritization:

Feedback items will be categorized based on themes such as cleanliness, staff behavior, facilities, and overall experience. Agents can then prioritize and address feedback accordingly.

04

Actionable Insights:

The Feedback Management System will provide the airport with valuable insights into recurring issues, emerging trends, and areas for improvement.



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Continuous Innovation and Adaptation:

The airport remains committed to embracing new technologies, industry trends, and customer expectations. With Konnect Insights as a trusted partner, the airport is poised for:



Scalability:

The flexible and scalable nature of Konnect Insights' platform allows the airport to adapt to changing needs, whether it's an increase in passenger volume or the introduction of new services.



Innovative Features:

Regular updates and feature enhancements from Konnect Insights ensure that the airport stays ahead of the curve, offering cutting-edge solutions to enhance customer experiences.



Efficiency Gains:

By leveraging advanced automation, AI-driven insights, and predictive analytics, the airport can further optimize its operations and resource allocation.