



A Leading Airline Brand finds a powerful social listening platform in Konnect Insights

This case study explains how Konnect Insights ensures all **customer touchpoints from all social messaging channels, locations, online reviews, app reviews** and basically all non-voice channels are fetched and then pushed automatically to their existing CRM facilitating a truly omnichannel customer experience management



■ Introduction

This airline brand, an industry leader renowned for its commitment to innovation and customer satisfaction, faced a pivotal moment when they wanted to onboard a unified social listening platform and replace their tool which was sunseting.

Tasked with finding a solution that could seamlessly integrate within their **existing technology ecosystem**, the team embarked on a journey that led them to **Konnnect Insights**.

This case study delves into how the airline leveraged **Konnnect Insight's** integration capabilities to transform their social media management strategy, enhance customer engagement, and drive significant business outcomes.

■ Challenges Faced:

The airline brand had to overcome certain challenges to fulfil their business needs



01

Integration Dependency:

With a strong preference for staying within their existing tech stack, finding a solution with seamless integration capabilities was imperative

02

Comprehensive Social Media Management:

Handling customer escalations and tracking all interactions, including indirect mentions and hashtags, demanded a robust solution

03

Onboarding Efficiency:

Minimizing the need for extensive retraining was crucial to ensure a smooth transition for agents accustomed to the previous tool's interface

■ The Solution: Konnect Insights



“ In Konnect Insights, the airline found a **comprehensive solution** tailored to their needs ,



01

Scalability through integration:

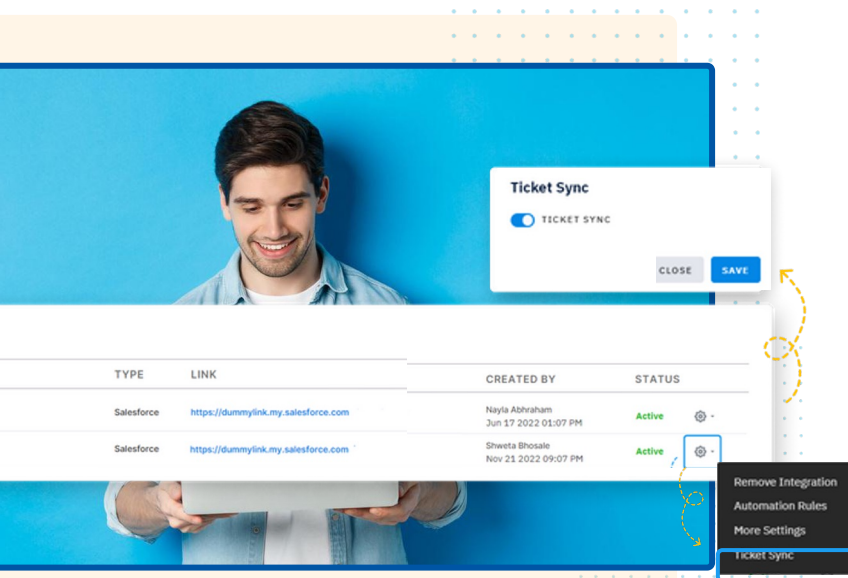
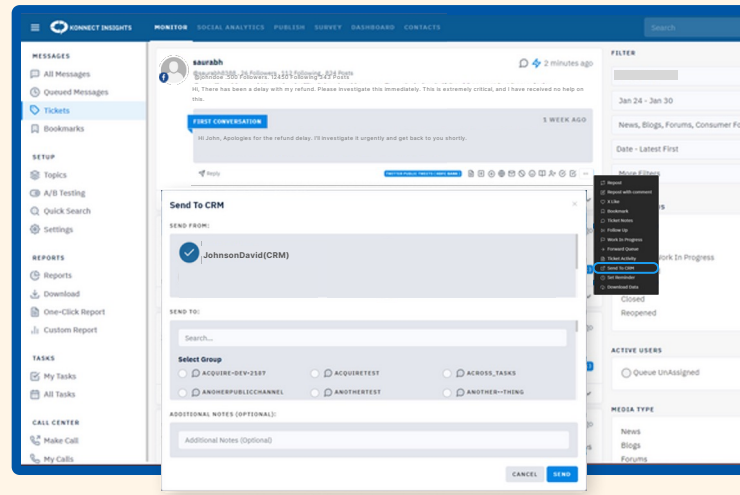
Konnect Insights seamlessly integrates with the airline brand's existing tech infrastructure, ensuring a smooth transition without disrupting ongoing operations. This integration allows for a cohesive workflow where data flows seamlessly between different systems, eliminating silos and enhancing efficiency. Teams can easily work on social media tickets proactively while also being up to date with the progress of those tickets.

■ The Solution: Konnect Insights

02

Efficient Customer Interaction Handling:

From responding to public tweets, mentions, and DMs to tracking indirect mentions and hashtags, Konnect Insights empowered the airline brand to manage customer interactions across social media channels effectively and efficiently, thus ensuring better social media customer care.



03

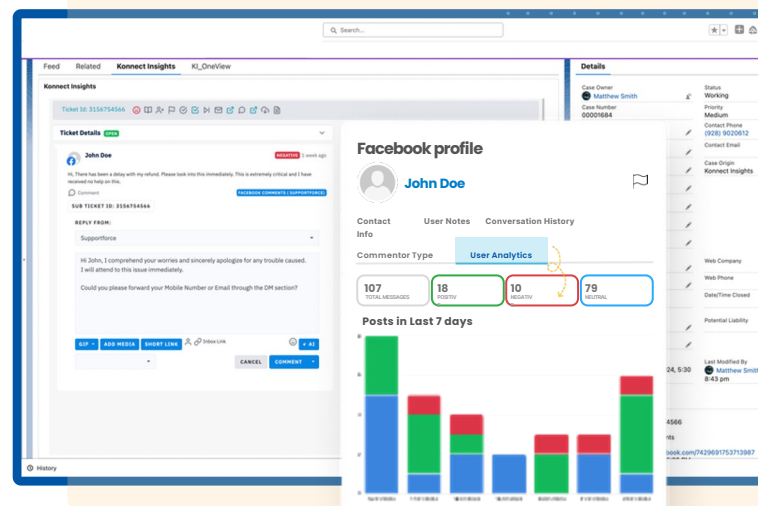
Data Mapping and Syncing:

With strong data mapping capabilities, Konnect Insights facilitates seamless syncing of customer information, interaction history, and ticket data. This comprehensive view of customer data allows agents to gain valuable insights into customer behavior, preferences, and past interactions. By having access to this information agents can better understand customer needs and tailor their response accordingly, leading to more effective resolution of queries and issues.

04

Bidirectional Ticket Syncing:

Konnect Insights enables bidirectional ticket syncing, ensuring real-time updates on social media customer conversations. This bidirectional sync ensures that any updates or changes made within Konnect Insights are reflected in other systems, and vice versa. This level of sync enhances visibility and consistency across the platform, allowing agents to stay informed and up-to-date on all customer interactions.



■ Business Benefits derived from the integration

The implementation of Konnect Insights yielded significant benefits for one of the largest airlines in the world.



reduction
in report creation time

Time and Productivity Savings:

Leveraging the intuitive interface of Konnect Insights reduced training needs and increased overall productivity, with a streamlined reporting process leading to a 30% reduction in report creation time.



increase
in customer satisfaction
and engagement metrics

Enhanced Customer Engagement:

The real-time tracking capabilities and bidirectional sync between the platforms enabled the leading airline brand with seamless handling of customer interactions and as a result it experienced a 25% increase in customer satisfaction and engagement metrics.



increase
in campaign effectiveness

Data-Driven Decision Making:

Access to synchronized data across Konnect Insights and their support CRM empowered the airlines' teams to collaborate on information and make informed decisions and optimize their social media management strategies effectively, resulting in a 20% increase in campaign effectiveness.

To summarize...

With the help of Konnect Insights, one of the largest airlines in the world not only overcame the challenges posed by the sunset of their previous tool but also unlocked new avenues for efficient social media management and superior customer experiences.

The tangible benefits achieved underscore the transformative impact of Konnect Insights integration capabilities and make it the best platform in the industry.

As they continue to leverage the power of this seamless integration, they remain poised to drive innovation and maintain their leadership position in the fiercely competitive airline industry.