

Windrose Airlines is a growing airline company with a wide network of flights to various destinations across EMEA region including Greece, Italy, Croatia, Cyprus, Egypt, Turkey, Finland, and others. With its high quality standards and a varied aircraft fleet, Windrose Airlines is aimed to provide exceptional customer experience to all its passengers worldwide.

## PRODUCT:

Service Creatio, Creatio self-service portal

## INDUSTRY:

Aviation

## REGION:

EMEA

## CHALLENGE:

Disconnected customer communication channels, unorganized data, and manually intensive processes didn't allow customer support agents to process customer requests effectively. Due to the misalignment of customer service procedures between the employees of different units, customer requests were occasionally skipped over or lost. If drastic actions were not taken, the company would put itself at risk of damaging its reputation.

### Windrose Airlines required the system to do the following:

- Provide robust customer service tools to reduce hold time in the contact center and streamline request processing
- Manage omnichannel customer experience
- Optimize the cross-selling process with consolidated customer data and a history of customer interactions
- Offer powerful analytical tools to keep track of employee performance

## SOLUTION:

- Customer support workflows for advanced case management
- A product catalog with custom data fields and categorized items to match industry-specific needs
- A unified customer data repository with information being aggregated from multiple communication channels
- A self-service portal enabling customers to register cases independently, track their request status, and get in touch with the support center
- An integration with Beesender Bot Master to design rule-based chatbots to automatically respond to common customer inquiries and process customer requests 24/7
- Tools for data enrichment through social media
- A knowledge base with articles, contact center best practices, workplace guidelines, document templates, and learning materials for customer support agents
- Custom analytics dashboards to track service request management KPIs
- ML algorithm set up for gamification of tracking employee work performance
- Webitel telephony connector to manage calls within the system

## BUSINESS OUTCOMES:



Cross-sales increased by **25%**



The amount of overdue cases decreased to **near zero**



Customer satisfaction rate reached **96%**

Creatio's advanced customer service solutions helped Windrose Airlines revamp its support center operations and win back customer loyalty. The combination of intelligent case management tools, automated requests management processes, customized system features, integrated chatbots and telephony solutions supports the company's operational efficiency and customer success.