

Transforming Aer Lingus' Customer Care with Amach: A Passenger-First Experience

POWERED BY AMAZON CONNECT 



Overview of Aer Lingus

Aer Lingus is a leading global airline that is part of the International Airlines Group (IAG). The company is committed to delivering a **passenger-first experience** across all its customer care touchpoints.

However, their outdated contact centre technology was hindering their ability to meet passenger expectations and drive operational efficiencies. To maintain their high standards of passenger service, they partnered with Amach to help transform and modernise their customer care operations using today's advanced cloud-based technologies.

The Challenge



Aer Lingus was encountering a number of significant obstacles that were hindering their ability to deliver a passenger-first experience across their customer care operations. With outdated systems, they struggled to support remote working for call centre agents and lacked the real-time reporting capabilities needed to ensure swift, effective responses.

The complexity of managing **160 different voice touchpoints** also created inefficiencies, leaving passengers waiting longer to have their queries answered, which ultimately affected customer satisfaction.

To continue delivering a passenger-first service, Aer Lingus knew they needed to invest in an innovative, technology-based system that could reduce complexity, enhance agent productivity, and improve responsiveness to passenger inquiries.

The Solution

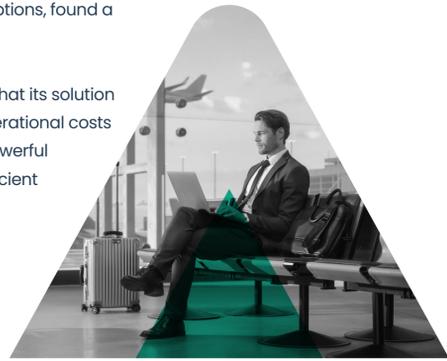
Amach partnered with Aer Lingus to implement a solution that focused on improving operational efficiency while delivering a superior passenger-first experience. By migrating their outdated contact centre system to a cloud-based platform built around Amazon Connect, Aer Lingus was able to simplify operations from 160 voice touchpoints down to just 8 queuing profiles. This transformation improved accessibility by more than 50%, allowing passengers to connect with agents more quickly.



Additionally, the integration of workforce management systems into the cloud facilitated remote working, giving agents the flexibility they needed to handle passenger queries efficiently, no matter where they were based. This transformation extended beyond metrics, touching the very core of Aer Lingus's customer service operations. Passengers if caught in disruptions, found a renewed sense of trust and reliability in Aer Lingus's services.

With its extensive knowledge of the aviation industry, Amach was able to ensure that its solution went beyond just technology by delivering real business advantages: lower operational costs and greater revenues. Amach accomplished this through implementing a powerful cloud-based solution built around Amazon Connect that enabled more efficient operations, lower maintenance and calling rates, and a better passenger experience, helping Aer Lingus remain competitive.

The transformation also brought significant improvements to the agent experience. This shift not only enhanced the efficiency and productivity of agents but also contributed to a more fulfilling work environment, where they could genuinely make a difference to the passenger journey.



Key Success Metrics

160 voice touchpoints reduced to **8 queuing profiles.**

Call wait times decreased from **9 minutes** to **10 seconds.**

Abandon rates dropped from **6%** to **0.6%**

50%+ increase in **system accessibility.**

Customer Satisfaction **>90%**

Client Quote

As a result of the Amazon Connect implementation managed by Amach, we were able to remove a large element of customer complexity with **over 160** different voice touch points **into 8** clean queuing profiles.

This allowed Aer Lingus Customer Contact Centre to be **more than 50%** more accessible this summer (2023) in comparison to last summer (2022).

We were also able to significantly increase our agent productivity and reduce agent handling time meaning that our customer didn't have to wait as long to access human support. This has been a game changer:

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Aer Lingus 



Ready to Learn More?

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