



VoyagerAid
Airline Customer Relationship Management

SCENARIO 1: Customer contacts a call centre to register a complaint



Recorded message at call centre end:

Welcome...dial 1 for complaints

2 for enquiries

3 for new products

4 for.....

and 9 to speak to a customer service executive

Customer (dials 9) and waits...and waits...

Recorded message (with annoying background music):

All our customer services executives are currently busy. Please hold the line. Your call is important to us...REPEAT

And the wait continues...

Scenario 2: Client wants to register a complaint. Sends an email to customer service



Customer service responds through e-mail:

Thank you for your e-mail.

Our customer service

executive will get in touch with you soon.

This is an auto-generated response. Do not reply.

A week later, the customer is still waiting for a response.



We have all faced these situations at one time or the other and know how frustrating it can be

Yet, as businesses, we risk our credibility by putting our customers through the same experience

What if there was a systematic, convenient, quick way of addressing customer complaints or implementing their suggestions?



VoyagerAid

Airline Customer Relationship Management

How does VoyagerAid help you ?



Receive customer complaints, feedback, queries through an online system

Send these messages to the relevant departments for redressal

Track the status of every message and follow-up to avoid delays in responding to them

Ensure customers get the right responses in the shortest possible time from the right people

How airlines currently manage customer complaints ?



Have a toll free number or customer service centre number on their websites

Have an FAQs section for the most common queries

Have a general feedback form for customers to fill and send by email

Most common customer-related issues



Flights delayed



Baggage lost/
damage



Complaints
against/compliments
for services on board



Billing queries



Rescheduling/
cancelling flight
bookings



Queries
regarding
rewards systems

Why the need for a dedicated customer relationship management portal?



It makes addressing complaints, implementing suggestions and answering queries easier and quicker

It functions independent of the airline's website

It allows the company to focus on customer relations as an individual, important component of management

It ensures the customer's message goes to the right department and is not lost along the way

It makes it easier for the organisation to track the status of the complaints

It shows that the organisation takes its clients'/customers' opinions and problems seriously

VoyagerAid Features



Multichannel Customer Support

Take your Support Everywhere Customers Go



Helpdesk Automation

Run your Helpdesk on Auto-pilot



Support Ticket System

Support Customers, Not Spam!



Reports and Fresh Insights

Get from Reports to Actionable Insights



Self Service Portal

Unleash the power of Self service !



Agent Collision Detection

Tackle support issues, not one another!



Email notifications

Be in the know, while on-the-go!




Measure Agent Productivity

Happy agents make happy customers

VoyagerAid has a four-point agenda



- To revolutionise the customer care culture in airlines across the world
- To make the customer relations management process effortless, efficient and effective
- To help companies build and retain customer loyalty by aiding prompt responses to queries and complaints
- To offer customers the assurance of prompt after sales service and support



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