

Case Study: America West Airlines

America West Customer Service Takes Off with KANA Response



THE COMPANY

The nation's second largest low-fare airline serving nearly 55,000 customers a day in 93 destinations.

THE CHALLENGE

Improve customer service, move interactions to online channels and provide faster, more consistent responses to customers.

THE SOLUTION

KANA Response

THE RESULTS

Reduced response time by 50% with more consistent and reliable answers. Processes six times as many e-mails per month with the same number of CSRS.

With e-mail response times down by 50%, America West experiences significant agent productivity improvement.

Founded in 1983, America West Airlines is the nation's second largest low-fare airline and the only carrier formed since deregulation to achieve major airline status. Prior to deploying KANA's intelligent solutions for customer service, America West was using more generic software that was not as conducive to customer service e-mail responses.

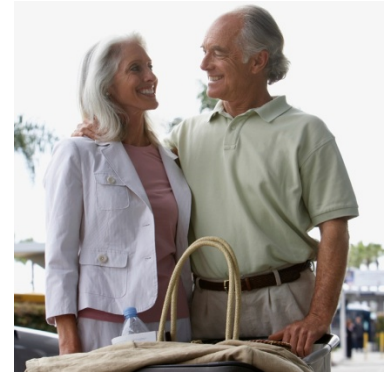
America West was looking to initiate a complete turn-around in its customer service program and reputation, and e-mail response time and accuracy played a large part in that. With KANA Response, America West was able to present a consistent face to the customer along with a reduction in response time down to just a few hours.

"KANA Response has allowed us to improve customer service and reduce response time to our customers by 50%, and the standardized responses help to ensure that the customer not only gets the answer quickly, but consistently and effectively."

In 2000, America West took a hard look at its customer service program and determined it was time to make a change. The airline industry as a whole was facing scrutiny over arrival and departure times, lost baggage and overall poor customer service, and America West wanted to make a concerted effort to improve its overall customer relations program and do so as cost effectively as possible.

America West's Challenge: Provide more consistent and efficient support to its customers seeking answers to inquiries via the Web and streamline workflow and business processes within the customer service center.

As part of that initiative, America West examined its online service issues and decided to upgrade its existing technology to a solution that had the features, functionality and market reputation to move the company to the next level in superior customer service. The existing technology did not allow for multiple staff to respond to incoming customer e-mails.



“We understood the need to ensure that our customers would not only receive timely responses to e-mail inquiries, but also that those responses would be concise, consistent and reliable,” said Stanley. To do this, America West needed to move as much interaction to online channels to reduce costs and ensure that appropriate responses were being sent to customers the first time, every time.

A Smooth Transition to Accuracy and Efficiency

The company determined KANA was well-suited to its needs. KANA Response, the most effective and widely used e-mail management system in world, provided American West’s customers with the highest quality agent-assisted service via fast, high volume and intelligent-mail request management. In addition, KANA Response supported pre-developed FAQs, expediting response to customer inquiries.

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“KANA and America West worked together to ensure that the configuration and hosting service for the program were up to par, and we now have a customer response solution that allows us to provide a far more superior level of service to our customers,” said Stanley. “The partnership with KANA has extended through five product upgrades and has seen a widely recognized increase in customer satisfaction for the company as a whole, while remaining cost effective.”

A Smooth Landing and A Stronger Reputation

“By utilizing KANA’s intelligent solution, America West is able to show value to its customers by providing faster responses. We always knew that customer satisfaction would result in return customers but now we are seeing that come true in a variety of different ways,” Stanley noted.

Using KANA Response, the company reduced response time by 50%. In addition, compared to three years ago, America West has seen a 100% year-over-year growth in the volume of messages it receives per month, having gone from 5,000 e-mails per month in 2000 to 30,000 e-mails per month in 2003. This has been achieved without adding employees to its contact center staff.

America West’s Flight Fund frequent flyer program has seen tremendous growth along with the growth in volume of e-mail messages. In April 2003, the program received the prestigious Freddie Award for best elite-level frequent flyer program in the United States, Canada and Latin America, becoming the first low-fare airline to win the award. KANA Response played an integral role in the program’s success with customers.

Finally, America West has seen a change in the nature of the e-mails it currently receives, noting that inquiries have changed from customer complaints regarding lost baggage and flight delays to specific questions to solve a need or request.

“KANA has provided us with the foundation to enhance and improve our customer service program through a major turnaround campaign,” said Stanley. “Without the support of KANA’s solution, our customer service would not be as well regarded as it is today.”

To learn more about how the KANA suite of intelligent multi-channel solutions can help you create customers for life, call **1-800-737-8738**.