



RightNow Technologies helps Air New Zealand improve customer service

Air New Zealand reports significant reduction in call centre enquiries since implementation of RightNow Web eService Centre

Air New Zealand is reporting a significant reduction in call centre enquiries since the implementation of RightNow Web eService Centre (RNW eService Centre) from RightNow Technologies. RightNow's unique self-learning knowledge base technology, which dynamically builds content based on customers' actual inquiries and interactions, has been proven to rapidly and significantly reduce call centre workloads by helping customers to quickly find answers to their own questions online. RightNow went live at Air New Zealand in December and is already delivering a return on investment. Air New Zealand recognised that a high portion of calls to its customer service team, and email traffic generated via the Web site, related to issues of a repetitive nature. This prompted the company to look for an online self-service solution to improve responsiveness to customers on its Web site and via other touch points such as email and phone. According to an Air New Zealand spokesperson, Many of our customers use our site (www.airnewzealand.co.nz) as the initial or primary point of contact when looking for answers to enquiries, and this trend is growing. We also observed that many enquiries to our call centres related to common issues, such as questions about our frequent flyer program. It seemed logical that we should improve our Web site to give customers better access to information and relieve demand on our call centres. Air New Zealand conducted a review of available software solutions to help improve its customer service via the Web. They selected RightNow's hosted eService software on the basis of demonstrated performance with similar organisations. Since the implementation, RNW eService Centre has handled high volumes of traffic. At one point it managed in excess of 10,000 online customer queries each day during an extraordinarily hectic time for the airline. This has resulted in a rapid return on investment, as a fast resolution to an enquiry via the Web site is more cost efficient than tying a call centre operator up with a simple enquiry. Air New Zealand is also reporting unanticipated benefits from the RightNow solution, such as improved staff training. According to the Air New Zealand spokesperson, With RightNow's eService solution, we're finding that coaching our customer service staff on handling enquiries is simplified. Previously it was difficult to accurately assess the performance of our staff in handling email enquiries from customers. Now we have the capability to review how Customer Service staff are responding to customers, identify knowledge gaps, or how they can improve the tone of their responses. We can even measure staff productivity and effectiveness. This aspect of the RightNow solution is valuable to us, as it means we can continue to find ways of improving the service that we offer our customers. This will improve customer satisfaction over the longer term. Based on the success of the RightNow solution to date, Air New Zealand plans to expand its use in most customer-facing parts of the business. The next stage will be to determine the feasibility of implementing RightNow in offshore markets and investigate the implementation of RightNow's live chat functionality for specific customer segments, such as its corporate clients. Air New Zealand also plans to use RightNow Metrics, an online survey tool, to measure customer satisfaction. Andrew Templer, managing director of RightNow's Asia Pacific operation said, RightNow is ideally suited to organisations such as airlines with large and diverse customer bases that have a wide range of enquiries. RightNow is used by more than six major airlines around the world including Lufthansa, British Airways, and Air Canada. Similar to Air New Zealand, when Air Canada deployed our self-learning knowledgebase, customers became better informed online and the company saw a 60 per cent reduction in the total volume of email from their customers. ENDS

Contacts

Vanessa Liell
+ 61 2 9213 2309
[mailto: vliell@n2n.com.au](mailto:vliell@n2n.com.au)