

RIGHTNOW BEST PRACTICES HELP BA MAXIMIZE ITS RETURN ON INVESTMENT

BRITISH AIRWAYS

RightNow Solution

Service: web self-service, email management

Industry

Travel / Hospitality

Market Size

Enterprise

Customer Since

2001

Additional Information

- 40+ interfaces in use
- SmartAssistant drove a 60% reduction in email
- Substantial savings from deflected calls and emails
- Executive Club information managed in RightNow to improve member experience

THE COMPANY

British Airways is one of the world's largest international airlines, carrying around 36 million passengers worldwide.

SITUATION

A few years ago, BA embarked on its relationship with RightNow creating AskBA, a customer service implementation that answered 55,000 customers' questions every week. This was at the forefront of the airline's vision of a customer-enabled ba.com where the web plays a pivotal role in allowing customers to serve themselves to everything from booking a flight, holiday, or car, to checking-in online, changing their booking, and printing their own boarding pass. A top priority was to explore the ways they could use RightNow to deliver increased functionality.

GOALS

- Extend ROI and reduce costs via deeper product utilization
- Improve consistency of customer service to Executive Club members across all contact channels
- Continue enhancing the customer experience

ACHIEVEMENTS

- Increased customer usage results in fewer calls and greater ROI
- RightNow-enabled contact center improves customer experience across Executive Club
- Growing adoption throughout organization delivering benefits
- Ease of use and additional functions improve overall customer experience

With a RightNow-enabled customer contact center BA was able to simplify internal processes so that all Executive Club-related information could be gathered into a common system for use across multiple contact channels. And RightNow is also helping to provide synergy between BA's internal departments. In fact, BA's maturing relationship with RightNow has been so successful that other departments of the airline are using, or preparing to use, RightNow's on demand solutions to drive internal efficiencies.

“The returns from implementing SmartAssistant have been astonishing. We budgeted for an email reduction of about 12%, our goal was of achieving 15%, so we were staggered by the 60% reduction.”

—Chris Carmichael, BA.com technical editor

FOR COMPLETE CASE STUDY, PLEASE VISIT

www.rightnow.com/customers-british-airways.php