easyJet

Fostering a culture of continuous innovation

Case study

Client profile

easyJet plc is a British multinational low-cost airline group headquartered at London Luton Airport. It operates domestic and international scheduled services on 927 routes in more than 34 countries via its affiliate airlines easyJet UK, easyJet Switzerland, and easyJet Europe.

Industry

Airline

Footprint

Providing 24/7 support in Europe and the UK

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Operational overview

easyJet's partnership with TP has been one of continuous innovation since 2012. Due to a rise in claims affecting service level agreement (SLA) adherence rate, repeat contacts, and escalations, easyJet teamed up with TP in 2012 to be a one-stop shop for claims. This marked the start of their automation journey, utilizing TP's digital integration expertise for transformation.

Service channels

Outbound, inbound phone, email, chat, back office

"Our mission has always been to make travel easy and affordable for all… At its simplest, we're here to connect people across Europe. These days we're not alone in doing that but we believe that by doing things in the right way and staying true to our values is good for our customers, our staff, and our communities. In a nutshell we call it our Orange Spirit."

- easyJet website

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Business challenges

Multinational airlines like easyJet encounter numerous obstacles in their day-to-day operations. Rising claims create financial pressure, alongside the need to handle issues with customer service and escalation procedures. Long back-office queues and high average handling times lead to inefficiencies. The company must also address recurring contacts to ensure effective customer interactions and a smooth service experience.

SO, EASYJET NEEDED TO:

- Reduce elevated costs due to customer claims for refunds through social media escalations and service request calls and emails

- Address a sudden increase in voucher requests

- Reduce back-and-forth emails in the resolution email queue

- Improve First Call Resolution (FCR)

- Improve handling time in voice and chat queues.

- Address a backlog of 47,000 claims due to service disruptions

- Improve their customer service level agreement (SLA) trending at 45 days, exceeding the 28-day target

easyJet

Solutions implemented

To address the backlog of claims and improve SLAs, easyJet implemented automated tools to:

- Reduce processing time and improve overall efficiency

- Calculate regulation eligibility, cutting processing time by 70% and accelerate the process of clearing the backlog.

- Translate between languages in real time to better communicate with passengers

SERVICE HIGHLIGHTS
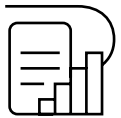
Unstructured database processing was implemented to analyze flight disruptions and categorize claims into various groups.

Machine learning (ML) and optical character recognition (OCR) were implemented to scan and read receipts for all claims.

Customer advisors were cross-trained to reduce re-assigns and strengthened complaint tracking mechanisms to ensure callbacks and follow-ups are done promptly.
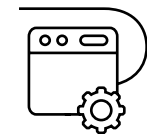
Case structures and routing process were refined in the client CRM to address airport escalations and ensure speedy response and real-time resolution.

End-to-end ownership for sensitive cases improved FCR and ensured that escalations were handled properly.
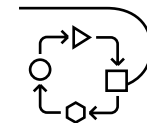
Strict Lean Six Sigma methodologies were applied using a define, measure, analyze, improve, and control (DMAIC) approach to optimize easyJet's processes, ensuring better overall service performance.

easyJet

Real results

COST SAVINGS AND ADDITIONAL REVENUE

€60^K

in annual savings with
automation

€42^K

in cost-savings from
accelerated voucher creation

20$^\%$

increased sales
volumes driven with 150$^\%$
additional capacity created

OPERATIONAL EFFICIENCIES

35$^\%$

improvement on average
handling time (AHT)

25$^\%$

improvement in first call
resolution (FCR)

Errors reduced from
9.23$^\%$ to less than 3$^\%$

40%

reduction in processing time
with automated classification

94%

increase in FCR with root
cause analysis

From 23 days reduced
to just 1 day in
turnaround time

A value-driven partnership built-to-last

With a solid history spanning more than a decade, the easyJet – TP partnership is a systematic and continuous process of introducing new products, services, and business models that create value for easyJet customers and improve its business performance.

Looking ahead, TP continues to present easyJet with high-technology solutions, like robotic process automation (RPA) and TP Interact, platform delivers near real-time actionable insights to help businesses boost the performance of their customer care programs, which is presently in the discussion phase.