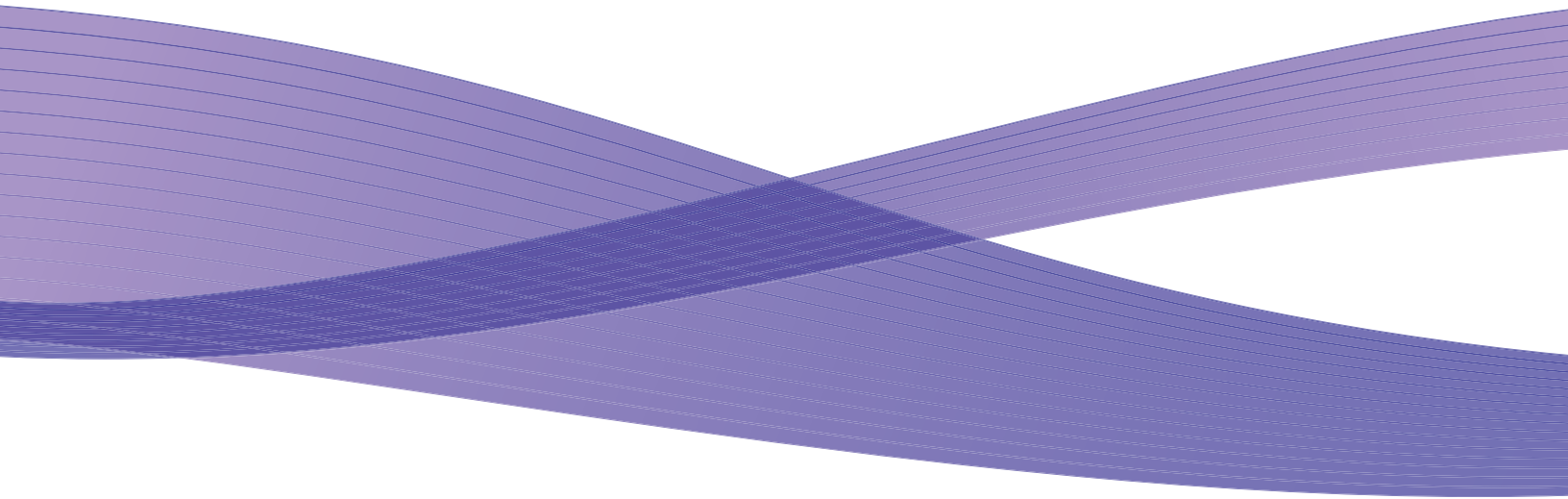
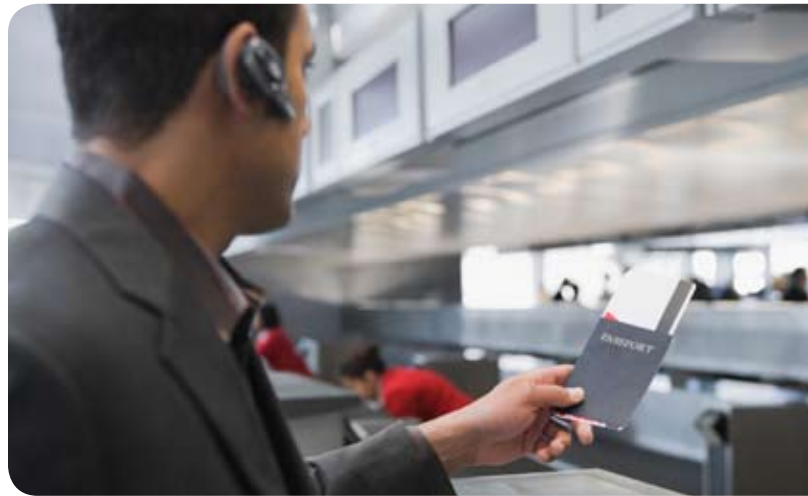


# An airline needed an online customer self-service solution. We passed with flying colors.

We increased online volume, slashed calls and call time, and earned awards for customer satisfaction and ease of use.



# The customer website we built for the airline has reduced customer calls by 50 percent per ticket, and reduced average call time by 28 percent.

## The Challenge

Northwest Airlines, one of the world's largest airlines, recognized the economic advantages of an online customer channel (versus third-party travel agents and traditional reservations infrastructure). An online venue would also provide an opportunity to build direct relationships with customers and improve brand loyalty.

## The Solution

When we were brought in, our Web Development and Customer Care teams collaborated to create an online solution that emphasized personalizing each customer contact. Our Web Analyst team continually monitored the website for potential areas of improvement to further enhance the user experience.

To support Northwest's dual needs for cost-efficiency and high customer satisfaction, we created a customer support strategy where agents "train users to fish." Agents help callers resolve problems, and then gently coach them on navigating the website to resolve problems in the future. This innovative strategy to educate customers in self-service options has proven extremely successful, increasing customer satisfaction while providing measurable cost-efficiency gains for the client.

To further enhance quality and productivity levels, we implemented an Achievement Based Compensation (ABC) program, which compensates customer service agents based on their performance. The success of ABC has been

dramatic; quality scores have increased nearly one full index point, while costs have decreased by more than \$1.50 per transaction.

## The Results

We exceeded the expectations of the client with our innovation, speed and flexibility in meeting all requirements. We increased both volume and satisfaction levels, and:

- Reduced customer touch by 50 percent per ticket
- Earned multiple awards for both customer satisfaction and ease of use
- Reduced average customer call time by 28 percent
- Tallied double-digit improvements in quality and productivity
- Bested industry-standard attrition rates.

**"ACS has continued to benefit from the explosive growth of the nwa.com online booking solution because they have partnered with us in consistently implementing simple and efficient processes aligned with customer needs. They continue to provide innovative and creative solutions such as activity-based compensation and In-Home agents, delivering high quality and driving great value to Northwest Airlines."**

Jackie Astleford,  
Director, E-Commerce,  
Northwest Airlines



**Sector:** Transportation

**Solution:** Personalized Online Customer Experience

**Client:** Northwest Airlines (NWA)

**Challenge:** Foster brand loyalty while reducing costs

**Results:** Created an innovative online environment

You can learn more about us at [www.acs-inc.com](http://www.acs-inc.com).

## The Bottom Line

Northwest Airlines needed to support its customers via phone, e-mail and I-mail. To do so, it sought a partner who could provide innovative new processes, automation, reporting and software to

bolster customer service while lowering costs. They partnered with us – and we took the airline's customer care and Web development to new heights.