



Customer Case Study

About Ryanair

Ryanair is Europe's largest low fares airline with 125 low fare routes across 16 countries. Ryanair operates a fleet of 67 aircraft with firm orders for up to a further 117 new Boeing 737-800's which will be delivered over the next 8 years.

The Challenge

Ryanair have experienced massive expansion over the last twenty years when passenger traffic has increased from under 700,000 to over 15 million people. This continued growth, ending in record traffic and profit growth means Ryanair have successfully attracted a colossal number of new passengers. The challenge now is to maintain customer loyalty in the highly competitive airline business. The way in which Ryanair decided to do this was through improved customer service.

Fundamental to this was a new Customer Contact Management System. As the number of passengers and, therefore, the amount of customer feedback increased, Ryanair needed a faster and more user friendly way of recording and responding to customer issues and a reporting mechanism for identifying trends and pioneering business improvement strategy.

The Solution

Caroline Green, Operations Director at Ryanair managed the project and vendor selection exercise for the new system. The factors that influenced the choice of the Blue Flag solution - SERVICEmail, were value for money, simplicity and ease of implementation of the solution.

"In the fiercely competitive airline market, it pays to know what your customers opinions are. By improving Ryanair's customer service systems, the Blue Flag Technologies solution will provide the airline with unrivalled insight into customers' requirements, preferences and gripes. We will use this integrated customer understanding to transform their experience of Ryanair, both in the air and on the ground."

Over a period of 2 weeks, SERVICEmail was implemented primarily to support operations in the Customer Service Centre in Ireland. They handle standard request and complaint processes to very tight Service Level Agreements as published in their Customer Charter. The new system was well received in the Customer Service centre for being easy to use and faster than the previous in-house system.

Initially 10 staff handled about 500 letters per week. However, the success of the SERVICEmail system together with the increase in the number of passengers flying Ryanair and the introduction of more contact media for customers has meant that the staff have increased to 16. It is essential that the best available contact management solution be in place ready for the additional workload.

The solution is integrated to Post Code software which enables consumer and commercial address details to be recorded quickly and accurately.

SERVICEMAIL



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The Benefits

Among the key benefits that Ryanair have experienced through the use of SERVICEmail are:-

Staff saving efficiencies - Ryanair can handle more feedback but without having to dramatically increase the size of the Customer Service operation. The user-friendly interface provided by SERVICEmail ensures that staff adapt easily and are more efficient than with the previous in-house system.

Future Proofing – The implementation of the robust and proven SERVICEmail solution now means Ryanair are already prepared for the increased amount of customer feedback anticipated as the business continues to grow. The availability of a browser client also means the Customer Service operation can expand and even go multi site without increasing the IT resource overheads.

Powerful management information – Predict trends, using information to train and deploy resources, also to effect changes in working practice and policy. Ultimately, continually improving the Customer Service operation by providing benchmarking through measuring KPIs (Key Performance Indicators). Caroline Green summarises the the benefits that Ryanair foresee with the SERVICEmail solution:

“We will be able to respond more quickly and more effectively to the customers’ needs.”

“Ultimately, the Blue Flag Technologies system will help Ryanair increase revenues and increase customer satisfaction.”

The Future

Ryanair plans to enhance its position to that of Europe’s largest airline and the US and Europe’s “most ontime” airline over the next eight years and this will be aided by the implementation of SERVICEmail.

The future of the system will definitely be increased volumes of customer contact and, potentially, the expansion of the SERVICEmail system to other Ryanair Customer Service areas.

Ryanair see SERVICEmail as a pivotal system for understanding the needs of their customers and responding to them in a timely fashion, therefore, staying one step ahead of the competition.

Blue Flag Technologies have partnered with leading public and commercial organizations. We have over 12 years implementation expertise, our solutions have helped our customers take advantage of numerous business benefits in the areas of

- Operational cost savings
- Operational revenue gains
- Business Improvement
- Improved Customer Service and Marketing.

