

## Case Study

Marginal Gains and Big Changes  
or how the leading low-cost airline in Europe achieved

18% Increase  
In CX Quality and Satisfaction



# Marginal Gains and Big Changes

or how the leading low-cost airline in Europe achieved  
**18% Increase in CX Quality and Satisfaction**

 **Industry**  
Travel

 **Geography**  
Europe

### Before Transformation

**Background**

Client was looking for a solution to ensure increase in customer satisfaction, evaluate drivers behind low productivity rate and decrease abandoned calls.

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 **Contacts Management**

Lack of clear strategy for the team to execute, low language and channel coverage, poor QA training, leading to bad service quality.

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 **Customer Experience**

Poor CX and inability to meet company and client expectations resulting in low customer satisfaction, high call abandonment rate and low CSAT scores.

### Transformation Levers

Proactive identification and root cause analysis of training, QA and hiring methods.

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Proactive engagement with recruitment and scheduling for better language coverage and a streamlined process for escalation resolutions.

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Real time QA sessions, proactively engage agents with soft skills training and one on one coaching sessions. Knowledge base to enable agents to self service and increase access to information.

### Impact Delivered

Added additional language support and new email channel. Improved head count while keeping costs down.

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**Achieved a reduction in call abandonment by almost 10% in six months.**

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**Achieved an overall improvement in customer satisfaction with an increase of over 18% year over year.**



60K is focused on developing transformation strategies for our clients.

We help enrich their customer experience, improve efficiency and optimize costs, all the while exploring new opportunities together.

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