



Serving Fliers Through Better Communication

Unified communications helps Ukraine International Airlines serve its customers faster and better.

Case Study

Customer Name: **Ukraine International Airlines**
Industry: **Transportation**
Location: **Ukraine**
Company Size: **1250**



Business Impact

Benefits delivered by the Cisco solution include:

- Remote employees and contact center more efficient
- 95 percent of all calls serviced within 20 seconds
- Reduced communication costs

Business Challenge

Ukraine International Airlines (UIA), the leading airline of Ukraine, operates around 300 scheduled flights each week and, through its partner network, serves over 3000 destinations worldwide offering best same-day connections at competitive prices. Over the years UIA has satisfied all of its original goals: creating a high-quality competitive international airline, expanding and integrating Ukraine's aviation industry worldwide, introducing the best technology and management methods, and attracting foreign investment and earning profits.

Customer service has increasingly become a major differentiator in the airline industry. With passenger traffic growing at a rate of 25 percent per year, UIA wanted to maximize new opportunities by improving companywide collaboration and providing a better service experience to its passengers. Key requirements for a modernized communications infrastructure included a reduction in communications costs (in-country as well as internationally), the introduction of a single-phone-number plan for all offices, and improved efficiency of remote employees. UIA also sought to improve customer service through a next-generation contact center that could be easily expanded to meet future needs.

Solution and Results

Cisco® [Unified Communications](#) helped UIA increase personnel efficiency and customer satisfaction, while also reducing operational expenses.

The solution connects employees working at the airline's head office in Kiev, its hub at Kiev-Boryspil international airport, and all UIA representatives across Europe. A Cisco Unified Contact Center Express system enables agents to answer inquiries about flight schedules, book tickets, and track lost and delayed luggage. Out of office hours, an interactive voice response system provides general information to callers and records customer requests so that they can be followed up the next morning. Cisco IP Communicator, a softphone application that enables computers to function like IP phones, allows remote employees to access the corporate network and make high-quality voice calls wherever they are.

UIA has significantly increased customer service levels with 95 percent of all incoming calls now serviced within 20 seconds. In addition, contact center supervisors can closely track the quality of operations and adjust the number of agents according to needs. The airline plans to offer multichannel contact facilities via email and the web, and to employ remote agents working from home.

“As a result of the project, we significantly reduced communications costs of our representatives abroad, and considerably improved customer service levels at our contact center. The funds we have saved in this way are now being invested into further improvements of services for our clients.”

Gennady Topor

Leading IT Engineer, Ukraine International Airlines

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