

## CASE STUDY



## Air France provides a better quality of service to all its customers in Africa and the Middle East

The company has acquired a standardized, open-ended telephony system with Alcatel OmniPCX Enterprise



In the context of the group's overall service quality strategy, Air France decided to unify the telephony system in its offices by implementing the Alcatel OmniPCX Enterprise solution. This assured a constant quality of service, savings on maintenance and the use of statistical tools, all in one go.

### An overall quality policy

Air France is currently the world's leading passenger transport airline and ranks third in international traffic. With 1800 daily flights, the group serves 189 destinations in 84 countries. At the same time as implementing its

overall policy of impeccable quality of service, Air France is constantly striving to improve customer relations, particularly in its world-wide call centres. The airline wants to offer all its customers, irrespective of location or country, first-class quality of service, marked by speed and effectiveness, to live up to its quality image. In order to improve its performance, Air France has extended its use of statistical tools to collect and exploit data processed by its call centres, such as average waiting-times or the number of calls made to a particular office. These tools provide valuable parameters for analyzing the information passing through the centres, which helps to optimize resources and continuously improve service.

*"The Alcatel OmniPCX Enterprise solution is a state-of-the-art solution enabling us to offer our customers the optimum quality of service they expect, without standards dropping at any site. In addition, it is a product of the future able to integrate future technologies."*

*Alain Marie, Head of Air France's IT and Telecom Office for Africa and the Middle East*

## 40 countries covered

Based in Gabon, Air France's Africa / Middle-East IT agency oversees the deployment and monitoring of IT and telecommunication resources in forty countries. Seventeen sites have major booking centres that need to be equipped with resources ensuring the effectiveness, reliability and quality of customer relations, bookings or information requests, in line with the requirements of the Air France group.

## A perfectly coordinated operation

First, a framework contract was signed for the implementation of Alcatel **OmniPCX Enterprise** telephony solutions, marking the beginning of Air France's drive to improve customer relations. Alcatel Business Partner Sogec, located in Libreville, Gabon, a long-term partner of Air France's African Office, was retained to coordinate the solution and install the products at the sites. The project kicked off in 2003 with the first phase covering eight priority countries out of a planned objective of fifteen countries in all. The first stage covered Gabon, Ivory Coast, Cameroon, Togo, Mali, Mauritania, Burkina Faso and Guinea Conakry. An Alcatel **OmniPCX Enterprise** was installed in each country's office, together with an Alcatel **OmniTouch** Contact Center application and its Alcatel CCdistribution (Call Center Distribution) module allowing five agents per site to manage the call flow, one ISDN primary access or

twelve network lines per site and 32 numerical units per site.

## A lot to gain

Completely satisfying Air France's desire for a unified communications system, the benefits of the new solution are plentiful and diverse. Firstly, from a technical perspective, these high-performance, cutting edge products offer great flexibility and allow for considerable future development as new parameters can be set up quickly and easily.

The products can also be maintained and controlled remotely. As for quality, thanks to the inclusion of statistical tools to monitor call frequency and quality of service, it is possible to record information such as waiting times, call duration, and number of bookings.

"The Alcatel **OmniPCX Enterprise** solution is a state-of-the-art solution, which enables us to offer our customers the superb quality of service they expect, without standards dropping at any site. In addition, it is a product of the future able to integrate future technologies," comments Alain Marie, director of the Air France Africa / Middle East Office. Furthermore, customers can now be put directly through to attendants who are able to deal expertly with their request.

## Challenges

- Standardize the telephony
- Optimize customer quality of service
- Reduce maintenance costs

## Solutions

- Eight Alcatel **OmniPCX Enterprise** communication servers (fifteen eventually)
- Alcatel CCdistribution (five agents per site)
- One ISDN primary access or twelve network lines per site
- 32 digital units per site

## Benefits

- Superb quality of service
- Statistical tools for data exploitation
- Flexibility and scalability
- Remote maintenance and control
- Centralized management
- Lower Total Cost of Ownership

*The Alcatel **OmniPCX Enterprise** solution fully satisfies the requirements of the Air France group as regards customer quality of service, performance and capacity for development in anticipation of future needs.*

Finally, from a financial perspective, substantial savings on maintenance costs were made because a single kind of equipment was chosen for all sites. This has made it possible to centralize management and order individual parts together.

### Effectiveness as a priority

Alcatel Business Partner Sogec, in charge of coordinating the project and installing the Alcatel **OmniPCX Enterprise** solutions, has been a reliable associate for Air France during the entire project, both structurally and financially. Sogec was able to provide the overall solution and saw to all the installations at the sites concerned. "By involving Sogec we could benefit from a single associate that we commissioned to take care of installation and monitoring at the sites, something we urgently needed to do, because of the complexity of the logistics," emphasizes Alain Marie.

### An open-ended architecture

The second phase of the project consists of the installation of the Alcatel **OmniPCX Enterprise** solution in five other countries covered by the Office: Congo, Senegal, Chad, Nigeria and Djibouti. Moreover, in the context of the Air France/KLM merger, the new solution is a major improvement, because the subsequent regrouping of the call centers meant that they grew rapidly. Now they can be easily expanded as needed well into the future, thanks to the open-endedness and flexibility of Alcatel telephony products.

"We used to have a heterogeneous and relatively obsolete telephony system whose condition was different in each site, so it was difficult to maintain. Certain offices did not have communication servers; instead they used simple operator-run telephone lines. Today, we can offer a consistent and superb quality of service that is totally in line with the Air France strategy, and we have the benefit of powerful equipment that is easy to maintain and can develop with our future needs," Alain Marie concludes.



## Business Partner Info



*A subsidiary of ETDE (bought by the Bouygues group in 1984), SOGEC is a company that has been operating in Gabon for more than 50 years, making it one of the oldest companies in the country. It is organized into two divisions: the Electricity, Thermal and Telecom Engineering Division and the Water and Electricity Division. Sogec has been recognized as an Alcatel Business Partner since 2001. Thanks to this certification, Sogec can offer an additional guarantee when taking charge of*

*supplying, installing and maintaining communication systems. Alcatel Premium Business Partner SOGEC plays an important role in the telecommunication community and the contact centre domain in all of Central and West Africa. "Our Alcatel Partner network organization enabled us to offer Air France a single reliable associate for the management of this project of international dimensions," explains Cédric Mélois, Head of the Air France project at SOGEC.*

