

## Thai Airways is taking off with its optimized communications system

### The Thai airline's Swiss branch further enhances its customer service



**The Swiss branch of Thai Airways International, operating one of the world's largest airlines, is now focusing on improvements to its customer service. In order to achieve higher standards of customer care, the Swiss branch of Thai Airways replaced its existing telephone equipment, which no longer met customers' needs, with a modern Alcatel communication system under a rapidly implemented project.**

### A quality Asian airline

Thai Airways International, the national airline of Thailand, was founded in 1960 as a regional airline with an initial fleet of three turbo-prop aircraft and a ten-destination network. Today, the network covers 14 domestic and 61 international destinations in 34 countries across four continents, served by a fleet of 81 aircraft. Measured in terms of passenger miles, Thai Airways is the world's 15<sup>th</sup> largest airline,

carrying around 18 million passengers a year. Its staff of over 25,000 works at 81 locations in 33 countries.

The Thailand airline's Swiss branch employs 35 staff. In expanding its network, Thai Airways will be increasing the number of destinations served, along with the size of its fleet.

Thai Airways is currently making preparations for the introduction of new types of aircraft, A340-500 and 600, B777-200ER and A380, to be introduced at the beginning of 2005, together with a new cabin design and enhanced service. The international airline won the TTG "Airline of the Year" Travel Award, underlining the high customer-satisfaction level and Thai Airways' success.

*"The Alcatel solution wholly fulfils our requirements."*

*Ekasit Chanprapanont, General Manager Switzerland,  
Thai Airways International*

## Challenges

- Better accessibility of Call Center agents
- Recording of calls handled
- Open system

## Solutions

- Alcatel OmniPCX Office Release 3.0
- Alcatel Welcome Office Call Center Software
- Alcatel Statistics Manager

## Benefits

- Improved accessibility
- Optimal control of agent deployment
- Openness to further applications
- Flexibility

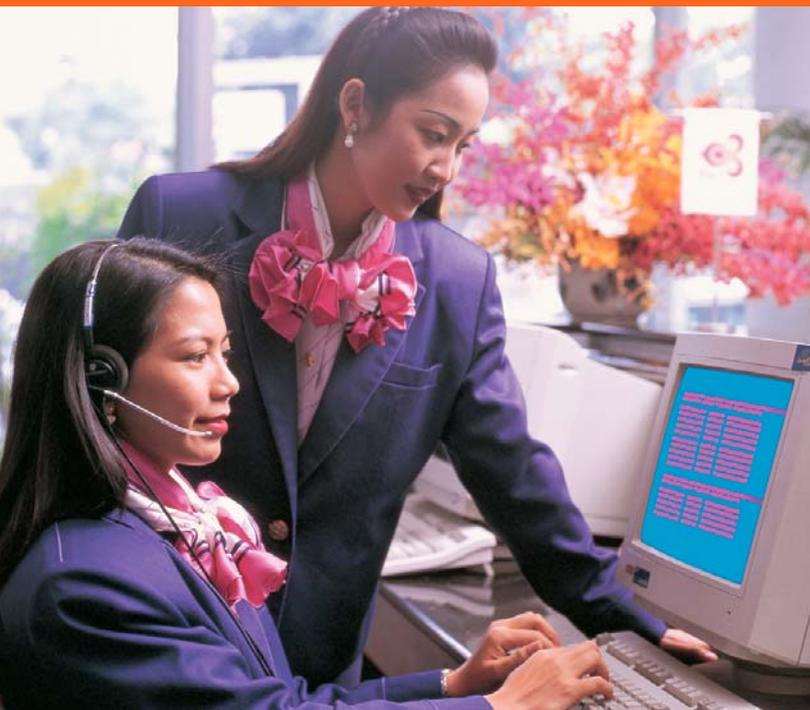
## Modern telephone reservation system

The demands made on a leading, globally operating airline include the availability of a customer-focused booking system. When Thai Airways Switzerland moved to a new office building, the company grasped the opportunity and replaced the obsolete telephone exchange used by the company-owned Call Center, which handles telephone bookings, by a modern communications set-up. The service level offered by the existing set-up was inadequate for an international airline, especially with regard to ability to reach agents. Alcatel Business Partner Atel Gebaudetechnik AG completed the entire project in less than two months. The conversion had to keep within the monthly budget of 775 euros for the existing telephone system. This requirement was met under a leasing arrangement, and Thai Airways now has a far better performing system at no additional cost.

## Optimal deployment of Call Center agents

Thai Airways handles a large proportion of flight bookings in Switzerland through its own Call Center. However, the airline did not get statistics showing agents' workload, handling times for individual calls or the distribution of calls. Consequently, it was not known how many calls were being lost or how many calls could be answered. In addition, some customers complained they found it too difficult to reach an agent.

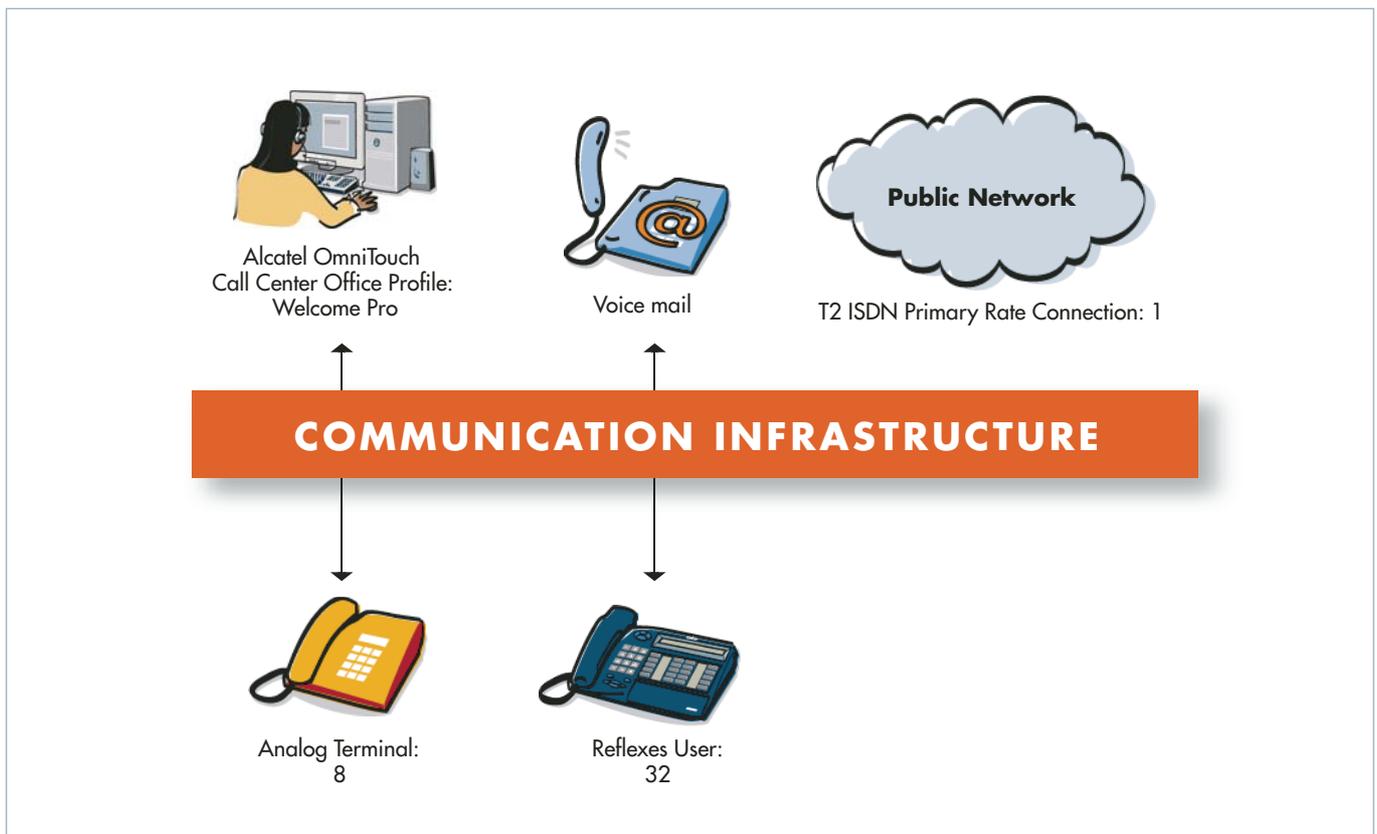
To get rid of these shortcomings, Thai Airways went for the latest Alcatel OmniPCX Office Release 3.0. Alcatel OmniPCX Office is a modular 'All-in-one-Box' solution, easy to install, adapt and maintain. The solution is scalable, so it is easy to adapt it to changing numbers of users. The system is especially suitable for small businesses or small branches of large companies,



*Thai Airways now has a high-performing communication system, based on open standards, and can thus be expanded flexibly.*

*The latest version of the Alcatel OmniPCX Office system incorporates several additional functions, each of which can be activated as needed.*

*The solution allows optimal control over the deployment of Call Center agents, as the number and length of calls handled can be recorded.*



such as Swiss branch of Thai Airways, because it allows the use of high-performing components, which previously could only be used economically by large companies. In all, thirty users are now connected to the exchange, including 14 Call Center agents and one supervisor workstation.

### Multiple functions offer greater flexibility

The Linux-based exchange is equipped with many applications. For instance, Thai Airways uses the new Alcatel Welcome Office Call Center software, integrated in the new Alcatel OmniPCX Office unit. This basic application for call centers is particularly suitable for companies with few call center agents. The PC workstations of the 15 Thai Airways Call Center agents are equipped with this software. This is where the server-based architecture comes into its own, as it does away with the need for additional server infrastructure, because the application connects directly to the telephone exchange.

Thanks to the conversion to the new Alcatel telephone exchange Thai Airways now has a far better performing system at no additional cost. Formerly, software products by third parties had to be integrated into the telephone system; now, a single supplier provides the existing solution. With Alcatel OmniPCX Office Release 3.0, Thai Airways can improve customer relations and control deployment of its Call Center agents better at the same time. The Alcatel Statistics Manager, another software application integrated into Alcatel OmniPCX Office, enables call frequencies to be processed and facilitates resource-allocation management.

*"The Alcatel OmniPCX Office system provides the option of simply adding extra applications."*

*Bruno Frommenwiler, Section Head of the Telecommunications Department, Atel Gebaudetechnik AG*

***With its Linux-based Alcatel OmniPCX Office Release 3.0 system, the Swiss branch of Thai Airways links 30 workstations, including 14 Call Center agents and one supervisor access unit, into a single network. The Alcatel Welcome Office Call Center software, a completely new software module, offers many functions, which are particularly suitable for the needs of smaller call centers. In addition, the Statistics Manager software integrated in the Alcatel OmniPCX Office system enables the processing of call frequencies and facilitates resource-allocation management. A special supervisor console allows for recording the number and length of calls handled, and thus optimal control over the deployment of Call Center agents.***

A separate supervisor console allows for real-time monitoring of service levels, call frequencies and the availability of resources. The supervisor can check agents' workload and the number of calls being handled at any time. The previous system did not offer the option of recording the number of calls handled, but the new set-up makes it possible to create comprehensive statistics. For instance, in the first five months following implementation of the new system, the Call Center took over 16,400 calls.

Thai Airways now has a high-performing set-up, based on open standards and which can be used flexibly. The use of

*Atel Gebaudetechnik AG, a subsidiary of Atel Installationstechnik Group and an Alcatel Business Partner, is one of Switzerland's leading equipment-installation firms: with its approx. 800 staff it covers the north-eastern part of Switzerland and the central part of the country. Atel Gebaudetechnik AG is one of Switzerland's leading service-providers in IT and communication technologies. At its approx. 15 locations, qualified staff is available for Client/Server, Networking Solutions, Telecom Solutions and Security Solutions projects. The firm's wide-ranging consultancy activities consist of Strategy, Concept and Project Management modules. By using state-of-the-art technology, Atel Gebaudetechnik AG offers its customers substantial added value in converting and operating IT and telecommunications solutions.*

the Alcatel OmniPCX Office system provides the company with efficient tools for improving customer service by a focused use of Call Center agents. Moreover, the number of the Call Center agents required can be adjusted to meet customer demand, while the number of incoming calls can be recorded. The high-performing Alcatel OmniPCX Office system offers many extra functions for the communications system at no extra cost.