

Customer Stories



Air Miles, one of the world's leading coalition loyalty programmes, has improved call handling and boosted member satisfaction through the use of advanced IP Contact Centre technology. Located in Dubai, UAE, the Air Miles' contact centre is powered by the Altitude Software solution which provided the UAE-based company with a wealth of advanced contact centre features, such as voice portal, as well as unified centralized monitoring, queuing, routing and reporting.

Holds the largest, most active retail database in the Middle East

Since the Air Miles loyalty programme launch in 2001, more than 1.7 million members have enrolled from across the UAE, Qatar and Bahrain. Members can collect Air Miles from over 120 market-leading companies including HSBC, Spinneys, Lamcy Plaza and Damas. Air Miles is 60% owned by Groupe Aeroplan Inc., a leading international loyalty management corporation. This unique loyalty programme offers rewards and experiences to members such as electronics, jewellery, family days out, adventure experiences, hotel and flight bookings. Air Miles Middle East is managed by Rewards Management Middle East FZ-LLC (RMMEL). Fouad El-Qassem, RMMEL Loyalty Services Director, commented, *"We continuously seek innovative solutions to improve the efficiency and effectiveness of our customer service operations; in fact, everything we do at Air Miles Contact Centre is focused on creating a unique customer experience every time we interact with our members."*

Enhancing service levels and increasing efficiencies

The Air Miles multimedia contact centre, receives around 30,000 contacts per month, via phone, email and fax. An increased flow of customer interactions and the need for technological modernization led the company to revamp the existing technology. Air Miles selected the Altitude Software solution for its effectiveness, ease of implementation and integration with the reward management back end system which was already in place. *"Altitude uCI provides the ability to easily and quickly design all kinds of business applications, be it inbound or outbound, across multiple channels. Implementing Altitude uCI is a core part of our fast-growing loyalty programme operations across the Middle East,"* commented Fouad.

Today, Air Miles Customer Service representatives specifically use the Altitude IP Contact Centre Suite to handle incoming calls with a focus on the Altitude Voice Portal functionality to provide voice messages and self-help menus to members. The Altitude Voice Portal solution specifically allows members to check their Air Miles balance at anytime, highlights the history of the miles they have earned and allows them to redeem miles online from a choice of numerous rewards. The Voice Portal also contains information about the programme, where members can earn air miles and details of any upcoming promotion.

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*Fouad El-Qassem,
RMMEL Loyalty Services Director*

Client & Project Data

- The largest customer loyalty programme in the Middle East.
- The 15-agent contact centre is located in Dubai Internet City, Dubai, UAE.
- Founded in 2001.
- Air Miles is 60% owned by Groupe Aeroplan Inc.

Business Benefits

- **Enhanced service levels**
The Altitude Unified Routing module provides multiple options for routing interactions that ensure Air Miles members receive the right level of service from the most appropriate agent in the optimal time frame, regardless of the media used.
- **Successful Voice Portal functionality**
The Altitude Voice Portal solution allows members to check their Air Miles balance at anytime, highlights the history of the miles they have earned and allows them to redeem miles online from a choice of numerous rewards.
- **Increased Productivity**
The launch of Altitude's outbound dialer shall help Air Miles to significantly boost the productivity of customer satisfaction surveys, telemarketing and member awareness campaigns.

Air Miles also uses the automatic call distribution capability of Altitude uCI to answer calls as they enter its contact centre and intelligently route them to available agents based on the automatic number identification, available agents, selected language, customer profile, service levels and defined business rules. The Altitude Unified Routing module provides multiple options for routing interactions that ensure Air Miles members receive the right level of service from the most appropriate agent in the optimal time frame, regardless of the media used.

High-performance system sets stage for the future

The internationally owned loyalty company is foreseeing the launch of Altitude's outbound dialer for punctual customer satisfaction surveys, telemarketing and member awareness campaigns. The company's vision for Air Miles is to sustain its leadership in the loyalty programme business by providing total solutions to corporate customers in the region. Fouad stressed on the fact that Air Miles boasts the largest and most active retail database in the Middle East, and as such, "whether retail companies are planning to run punctual customer reward programmes, consumer surveys or VIP sampling programs, Air Miles shall provide them with the best-in-class CRM outsourcing infrastructure and support."

Altitude Solution's Advantages

- **Software Solution**
An integrated suite of software applications that couple the power and reliability of communications technology with advances and innovation in software.
- **Complete Solution**
A component – based approach lets organizations expand the solution as needed, leveraging on existing investments.
- **Competitive Advantage**
Ease of use and speed of implementation offer a lower total cost of ownership.

Solution Description

- PABX: Alcatel OXE
- DBMS : MySQL Server
- Server: Windows 2003
- Altitude uCI 7.5: Altitude unified Router, Altitude Voice Inbound, Altitude Unified Dialler, Altitude Unified desktop, Altitude Voice Recorder, Altitude Voice Portal.

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