

GO ON
STEP BY STEP



Bruno Schmed, Division Manager
T&N Telekom & Netzwerk AG

Skyguide – safety through information

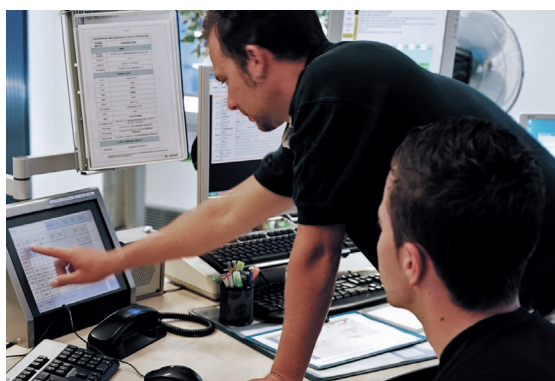
„The safe, efficient and economic handling of air traffic“, is the job of Skyguide on behalf of the Federation in Europe’s most compact and complex airspace. A key role is played by the Aeronautical Information Management (AIM) service. As the central information and help office for air crews, airlines and other airspace users it collects, processes and provides data. It would thus appear obvious that a communication solution has to be used that meets the highest requirements.

>>> Dynamic communication

The AIP Schweiz (Aeronautical Information Publication for Switzerland) contains all information that is essential for safe aviation, such as flight paths and airspaces as well as the obligatory approach and departure procedures. Numerous pieces of information are needed for the safe, controlled and smooth organisation of flights: weather, airspace restrictions, reports on deviations to the basic publications in the AIP Schweiz, the so-called NOTAM (Notice to airmen) for the Preflight Information Bulletin (PIB), overflight and landing clearances, in short, all relevant dynamic and static data. Skyguide administers and publishes the AIP Schweiz and enters the addenda from around 130 countries in the AIP each month. These serve as a basis for processing the NOTAM messages received from around the world. <

>>> Planning flights at home

At the beginning of 2006 the AMIE briefing system that had been in use at all Swiss airports since 1992 was replaced by a new AMIE self-briefing station. This system allows every airspace user to carry out their own individual flight planning. In May 2007 the service was also made available on the Internet in addition to the AMIE self-briefing stations in cooperation with the Austrian air-traffic control Austro Control. Since then the airspace users have had a mobile flight planning system at their disposal. The flight plans have to be carried out before every flight. This Internet service „Homebriefing“ goes beyond the sovereign mandate and is available to anyone at a charge. <



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>>> **Better service through better information**

In the past there were no detailed key data for the AIM services that were rendered. The situation has improved significantly since the introduction of a linked CRM and Call Center solution. Today, the number and duration of the calls as well as information on the nature and content of the inquiries can be recorded in a structured manner. Customer interactions can also be recorded for the purpose of traceability and archiving. Thanks to the launch of the Homebriefing Internet platform, the number of calls could also be greatly reduced. All interactions, whether over the Internet or phone, are now recorded systematically. The transparency for the customer interactions contributes to a higher customer satisfaction. When shifts change today, every employee knows exactly which services have been rendered for which customers. The view of customer interactions permits more efficient advice during a repeat customer contact. <

>>> **Integration of employees**

The use of the implemented solution is valued by the employees and seen as a valuable aid for daily work. Even if it was unusual at first and people got the feeling that keeping a customer history increased the workload, it can be said today that services could be speeded up, particularly with respect to inquiries on standard products. This has been achieved by open communication from the very start, since the issues of risks and stress factors were also broached along with the chances in the lead-up to the launch of the customer interaction platform. <

>>> **Investment in the future**

The decision for a VoIP solution was taken on the grounds of service harmonisation and the virtual combination of the at that time separate sites in Dübendorf and Geneva and in the context of the link to the central CRM tool. A connection to a central voice recording facility was also to be realised easily. What's more, great store was also placed in system stability as well as simple, central administration and maintenance. <



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>>> T&N – using the experts' know-how

„Although we are a service center and not a classic Call Center“, explains Dominick Hirsch, Product Manager Briefing & Information at Skyguide, „we were still concerned with finding a supplier with a great deal of experience in the implementation of integrated solutions, i.e. CRM and Call Center.“ This is where T&N contributed its extensive Avaya expertise and quickly added/implemented a stable solution together with the CRM integrator who developed the CRM solution. <

>>> Services and scope of project:

Skyguide employs an Avaya Communication Manager VoIP System. This has a call distribution software that distributes the calls flexibly between the locations depending on the time of day, bank holidays or weekdays as well as the skills and availability of the agents. The Skyguide CRM tool could be combined with the Avaya telephony by means of „Computer Telephone Integration“ (CTI). The agents are thus shown the latest customer data on screen with every call. The integration of witness voice recording also allows the agents to locate the talks held directly through the CRM tool and play them back again if necessary. <

Benefits for Skyguide

- Optimum customer support through selective allocation of the customer to the right agent (skill-based routing – e.g. based on language skills)
- The latest customer data allows the best service
- Great comfort through simple central management of the telephony solution
- Better customer service during a change of shifts though interaction recording
- High security of investments through expandability and scalability of the solution
- Central backup and update facilitates maintenance and is very cost-effective (TCO)
- Open standard based interfaces facilitate integration with peripheral systems
- Optimum service support through T&N
 - short reaction and intervention times
 - competent, expert contact persons
 - joint further development of the solution