



Airline Adapts to Covid-19 and Provides Superb User Experience

National airline of Malta – Air Malta



Client Overview

Air Malta is the national airline of Malta that was established in 1973 and has its main hub at Malta International Airport. It operates scheduled flights to over 30 destinations in Europe, North Africa and the Middle East, along with seasonal flights to other destinations. The airline's mission statement is

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putting the “people experience” at the heart of the journey

The company's objective is to provide a superior experience to both passengers and employees, thereby guaranteeing an enhanced standard of service for everyone involved.

Products Involved



Sales Cloud



Service Cloud



Marketing Cloud



Various Integrations

Challenge

From 2017 Air Malta had a standard out-of-the-box implementation of Salesforce, predominantly using Salesforce Service Cloud.

The main challenge was the lack of automation and transparency in their processes, which made it difficult to build complete customer profiles and obtain a 360-degree view of the customer together with communication history over multiple channels.

The customer care department was using Salesforce actively, but a big part of the job remained in Microsoft Outlook.

Marketing Cloud was actively used for campaigns and mass notifications every day; however, it involved a lot of manual work. Additionally, some parts of the sales processes were not integrated with Salesforce at all but still relied on tools like:

- **Microsoft Outlook**
- **Microsoft Excel/Word**
- **Printed paper**

throughout the process.

The COVID-19 pandemic imposed an additional load on the communications channels, with customers requiring updates on flights, ticket exchanges, and refunds for cancelled flights, often on several channels at the same time.

Solution

Air Malta's main goal was to automate processes and create a 360-degree view of the customer with available omnichannel communication history. The collaboration with Ideaport Riga started with a user experience research project to evaluate possible solutions for internal salespeople. The beginning of the collaboration coincided with the first phase of the COVID-19 pandemic. During the pandemic, Air Malta received a massive influx of customer requests for refunds and vouchers.

Ideaport was able to provide solutions quickly, including designing a chatbot that directed customers to the right place to make their inquiries. This chatbot reduced the number of emails and calls the Air Malta call centre had to handle. After successfully implementing the chatbot during the COVID crisis, Ideaport continued to automate numerous services and marketing task flows that were previously manual.

Implementation and Collaboration

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During the implementation of solutions, we had great communication with Ideaport” says Daryl Vella, CRM product owner at Air Malta.

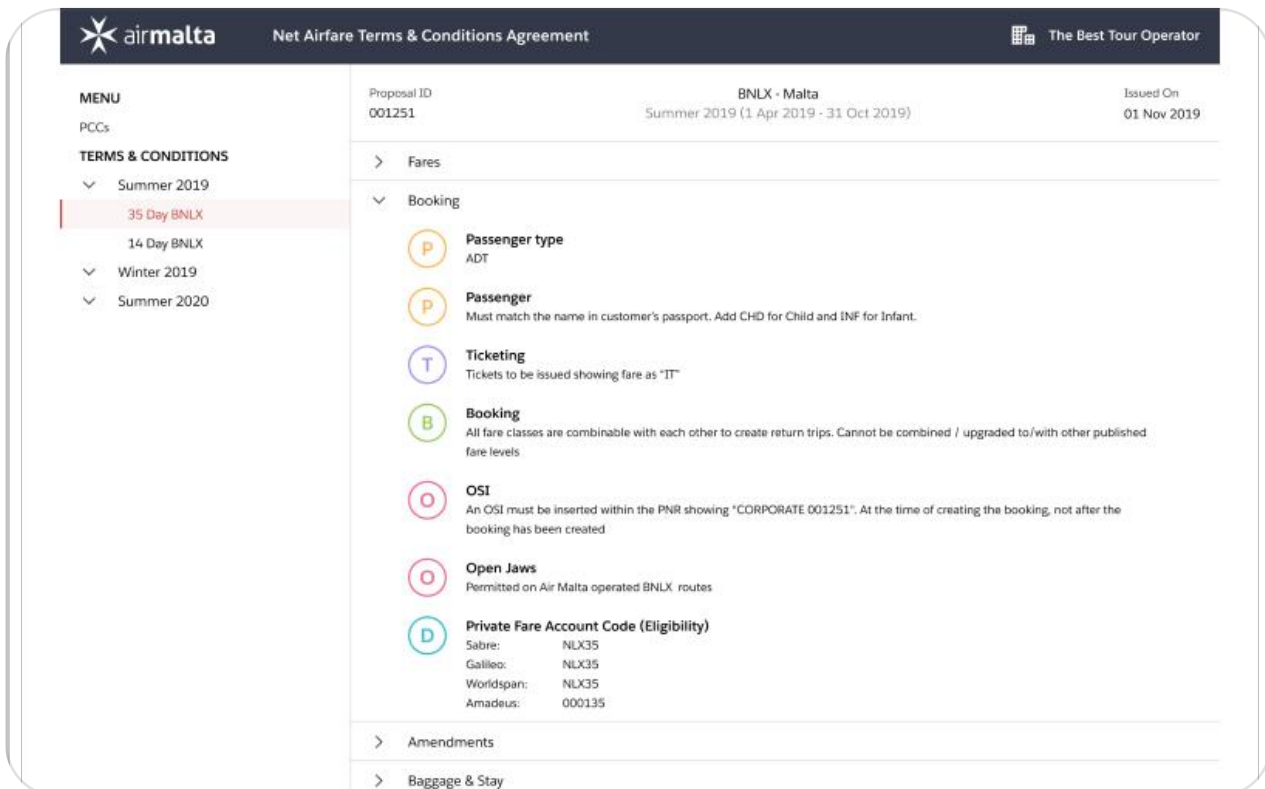
“We were able to communicate very effectively”

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“Each Monday morning, we discussed the work done in the past week and set priorities for the upcoming week. This helped us stay on track and have full control over the different tasks and priorities.”

“During the contract and extension negotiation, specific service level agreements (SLAs) were established to ensure the timely completion of tasks. This provided assurance and helped Ideaport in managing and handling tasks more efficiently. The SLAs were aligned with the priorities discussed in the meeting, and the partnership was built on a collaborative effort to achieve mutual goals.”

“In fact, I consider them our best supplier” concludes Daryl Vella.



Salesforce Experience Cloud portal for partners

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“We strongly believe that investing in a better user experience, both for our customers and internal agents, not only saves time and costs but also results in a better overall performance” Daryl Vella says.

Business Impact

The implementation of solutions provided by Ideaport has had a significant business impact on the airline. Ideaport's focus on user experience design allows Air Malta to fully leverage the capabilities of Salesforce.

As a result, the airline was able to increase sales and provide a better experience for customers.

By automating several tasks that were previously manual, the airline was able to substantially reduce contact centre outsourcing costs, resulting in a decrease in overall expenditure.

This was particularly important during Covid-19 because its impact forced the airline industry to look at every possibility to further optimize business processes.

- **implement processes to promote its products**
- **generate more sales**

through Salesforce.

For example, through a pre-flight email campaign, the airline was able to promote ancillary products and provide valuable information to customers, thereby reducing the number of queries from customers seeking information. This not only helped the airline to boost its revenue, but it also helped to provide a better customer experience.

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Overall, the collaboration with Ideaport has had a significant positive impact on the airline, enabling it to reduce costs, increase revenue, and provide a better customer experience”
continues Daryl Vella.

“As one of the first users of Salesforce within the call centre, I have seen it develop and evolve over time. Having been in the agent's shoes myself, I can confidently say that our focus on user-friendliness has led to great business results with Salesforce Service Cloud”