



Finnair takes-off to chat-centred customer service and shuts down some of their traditional service channels after 5x efficiency increase

FINNAIR

Finnair is one of the most innovative, safest and longest-operating airlines in the world. Finnair's route network connects Asia, North America and the northern regions of Europe and beyond through its hub at Helsinki Airport.

"Our agents love the swimlane interface of the giosg console. They are always up to speed with the routes and ticket class visitors are looking at and are able adjust their service accordingly."

Satu Karaksela Service Manager, Finnair

Executive Summary

With 60,000 monthly contacts, Finnair was looking to improve the efficiency of their customer service team, as well as to increase their focus on their online sales channels. Using giosg, they now process over 16,000 of those monthly contacts through live chat. With each agent looking after 3-7 conversations simultaneously, Finnair has been able to shut down some of the traditional, more expensive customer service channels.

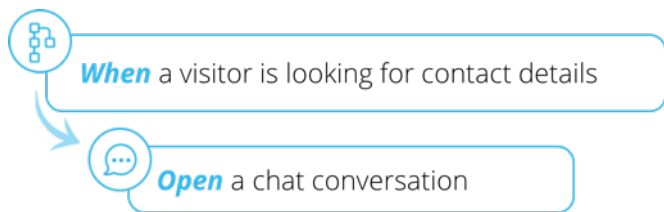
Challenges

In 2014 Finnair was faced with a predicament- The team was keen to provide excellent customer service to achieve a customer satisfaction score of 4.4/5. However, they were also painfully aware of the associated costs of both the phone and email service channels. At the same time, their web traffic was on the rise, their customers were eager to book flights, make changes and access flight information online, putting pressure on Finnair to make the service more convenient for online customers.

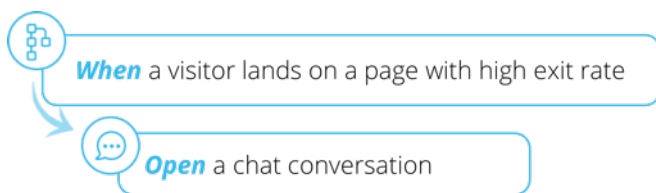
Chat window opens proactively when service need is recognised

Finnair reviewed three potential chat providers, ultimately choosing giosg due to the ease-of-use of the interface, the minimal need for IT department support and the agility of the giosg team.

Finnair uses giosg Live Chat to offer prompt assistance to customers without having to switch channels. Additionally, they use giosg Rules to predict visitors' intent to contact customer service, displaying a chat window with a promise to help before the visitor gets in touch via email or phone.



Using a similar logic, Finnair have identified instances in their self-service sites where customers tend to get lost, and have set rules so chat windows offering assistance open proactively. This reduces visitor dropout, customers experiencing a negative service and expensive customer service phone calls from confused visitors.



Because not everything can be predicted, Finnair has placed the chat button on almost every page of their site (except for the homepage), so their online visitors can reach customer service whenever they need them.

The end of email, the fading of phone

On any given day, Finnair deploys 12-15 agents to look after the live chat channel. They use their most senior and knowledgeable staff, as the aim is for queries to be answered as quickly as possible.

All chat agents are capable of efficiently handling 3-5 simultaneous chats, while the best agents maintain up to 7 discussions at once. Finnair has been able to shut down some of its email channels, and calls to their support team have declined.

Finnair aims to respond to messages in under 10 seconds and resolves 70% of all cases during the chat conversation, making it the fastest and most convenient way for customers to get in touch. And since agents are able to see the page, flight route and ticket class the customer is looking at, they are always up to speed with the visitor's issues.

Finnair estimates that around 70% of people calling their customer service team has visited the website to look for information before making the call. This means that the quest to identify the would-be callers and target them with a proactive chat window before they grab the phone continues. We are certain that giosg Rules and algorithms, as well as the increase in chat resource and availability, will be invaluable in that quest.



Our tools help businesses and individuals achieve more with less.

giosg combines data and AI with feature-rich technology to provide intuitive solutions that deliver the right online trigger, to the right person at the right time - allowing your organisation to operate smarter. The result? A faster, more streamlined sales process, happier customers and a significant boost to your return on investment.

For more information → giosg.com

