Citilink

Citilink is a low-cost airline headquartered in Jakarta, Indonesia. The airline was established in 2001 as a low-cost brand of Garuda Indonesia, set up to operate shuttle services between Indonesian cities. Since 30 July 2012, Citilink officially began operating as a separate subsidiary of Garuda Indonesia with its own callsign, airline codes, logo and uniform.

PRODUCT:	**INDUSTRY:**	**REGION:**
bpm'online marketing, bpm'online sales team, bpm'online customer center	Aviation	APAC

PASSENGERS: 13 million a year	**DESTINATIONS:** 27	**DAILY FLIGHTS:** 234

CHALLENGE:

On a daily basis, the airline was receiving over a thousand emails of which, on average, only 32% were being answered. In such a competitive industry, Citilink understood this was not sustainable. Intrinsically, Citilink sought to improve the way they interacted with their passengers by improving customer service and their passengers' experiences.

Citilink's Requirements:
- To align and simplify all customer-facing processes on one platform
- To streamline complex support operations
- The ability to efficiently manage cases through multiple channels: phone, email, SMS, self-service portal, social media, etc.
- Improve connectivity amongst departments by providing access to the customer database
- Better monitor the customer lifecycle through real-time analytics
- An agile, flexible and extremely user-friendly solution

SOLUTION:

Bpm'online provided the following:
- Unified multi-channel and multi-department platform for all passenger requests and activities
- Comprehensive storage of client profile history including history of logged phone calls, emails and passenger product purchases available through quick database searches
- More effective product-based support providing call centre agents capabilities to easily connect incoming requests and tickets with the passenger's portfolio
- Marketing campaigns with an ability to segment audiences based on customer lifetime value, cycle, loyalty program level, etc.
- Mobile device application for onboard sales and inventory management
- Successfully integrated with existing back-end systems: flight schedule, crew schedule, booking system, etc.

BUSINESS OUTCOMES:

Ability to handle 4500 onboard sales a day via mobile app

67% ↑ Increased number of answered cases by 67%

16.73% ↑ Increased open rate of email marketing by 16.73%

With bpm'online's sophisticated marketing, sales and customer service tools amalgamated on one platform, Citilink is better able to service their passengers while averaging a 98.7% case answer rate. Citilink is redefining customer service.

▶▶ ACCELERATE