



# UNIFYING CUSTOMER EXPERIENCE ACROSS MULTIPLE TOUCHPOINTS

THE SINGLE SOURCE OF TRUTH  

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DELHI AIRPORT CASE-STUDY

**12<sup>th</sup>**

Busiest Airport

**70**

Million Pax per year

**140**

Destinations worldwide

**70**

Airlines

# A TYPICAL DELHI AIRPORT CUSTOMER



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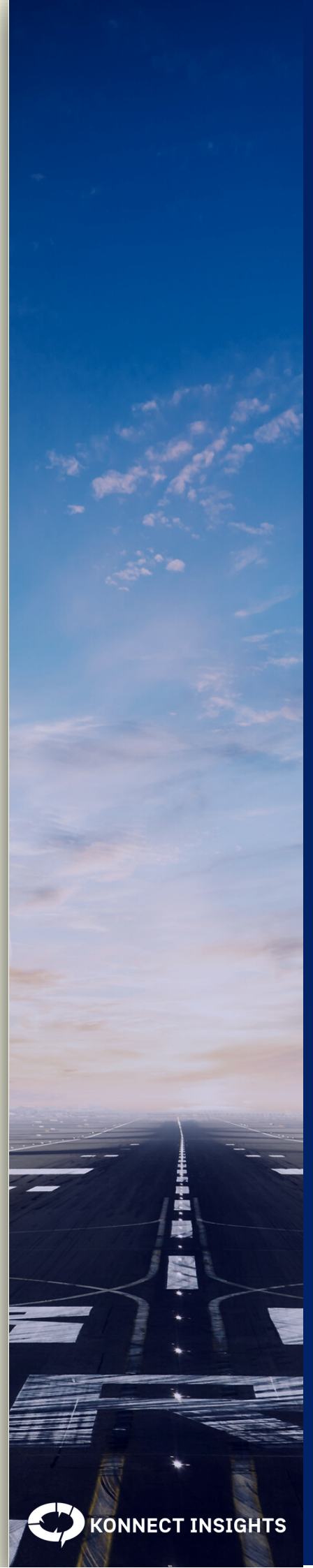
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# 01 ABOUT DELHI AIRPORT

**Indira Gandhi International Airport (IDIA)** also known as **Delhi International Airport (DIAL)**, a consortium **led by the GMR Group** operates the capital's Delhi International Airport. The Airport is known to offer its passengers **a world-class infrastructure** and has taken a host of initiatives to **enhance the passenger experience**.

The airport operator also enjoys **a formidable presence on popular social media platforms** such as Facebook, Twitter, YouTube, and Instagram. It is also **the most followed social media airport page in India** and amongst the top five airports worldwide.

**Passenger Delight** has been **one single goal** for the Delhi Airport team that has helped them shape their company, their services, goals, and all that they stand for today and will be their course for the future as well.



# 02

## The challenges on social channels and the proposed solution.

### THE NEED



They wanted a solid platform to be able to track relevant conversations on social media channels and be able to interact and respond to them in a timely and effective manner.

### PROPOSED SOLUTION



Social listening became the base for this and they needed a platform that would provide them with real-time data of such conversations so that they don't miss out on important ones, which was easily fulfilled by Konnect Insights.

### THE NEED



They wanted to leverage data to get proper insights and use that to feed their customer service efforts and be able to enhance that constantly.

### PROPOSED SOLUTION



Ability to easily crunch numbers which would give them a clear and accurate idea of their TATs, CSATs and NPS scores was fulfilled by Konnect Insights' Dashboard and BI Tools. They could dig deeper into specific aspects related to their service offerings and understand where the bottlenecks are and what actions they can take to overcome it.

### THE NEED



They wanted to learn about what social conversations are, track data from all over the web and social media, understand how they are fairing against the competition and what the impact of social media posts they are doing.

### PROPOSED SOLUTION



- To get a holistic view of the market and the industry at large
- Stay abreast with the trends and happenings that could impact them
- Get a holistic view of the industry at large to gain insights into customer behavior, SWOT, and other important metrics
- To be on top of any opportunities that could help them innovate and adapt

With **Konnect Insights all this became possible** as the brand could track relevant conversations about itself and around any pertinent topics to gain valuable insights and knowledge to feed their learnings about the sector.

## THE NEED



They wanted to build a **Command Center** and have **live-feeds of all their insights in real-time at their behest.**

## PROPOSED SOLUTION



And **Delhi Airport** achieved excellence in being able to effectively use social and web data to make their customers happier and build a powerful strategy backed by efficient processes to deliver world-class CX to their passengers



India's Aviation Minister Mr. Jyotiraditya Scindia visiting Delhi Airport's command center



# 03 Additional channels-

## Challenges on social media were addressed by a forward-thinking approach and backed by the right technology

But they didn't stop there. Going back to their objective of **ensuring passenger delight**, it was not only for social media and the online web. There were other channels too, and there were related challenges

### Emails and Calls which were important customer touchpoints

- Were still being operated in silos
- Teams were not in sync
- No proper flow of information between the processes of these channels
- Customer view was broken and also the customer experience
- Not being able to get a holistic idea of the customer journey



**50%**

**of consumers**

report that Covid-19 has somewhat or greatly increased their prioritization of customer service as a factor when deciding to do business with a brand.



**73%**

**of contact center leaders**

reported agent turnover to be one of the most significant problems for their contact center.

# 04 Let's look at the impact of these challenges on Delhi Airport's CXM efforts



There was **no proper insight into the trends related to data** which restricted them from **taking appropriate measures**. They **depended heavily on manual data storage** and the **analytics and calculations were also done manually**, resulting in **low accuracy** and therefore **not the right amount of actionable insights to take corrective actions**.



The **First Response and other TATs were very high** and this really impacted the brand especially when there were **complaints and concerns raised** using these channels. With **Avg. First Response TAT of 2 Days for queries** and for **complaints the avg. TAT being 15 days**, this was a huge concern when it came to fulfilling the objectives.







They were also **doing response management manually** via outlook and this took time and effort since **the process was not streamlined and efficient**, during **high-volume periods** and **there was no CRM tool in place** which led to a **lack of productivity and affected timelines and efficiency**.



They were **not able to unify data from all channels** (unlike what they did for online web and social.) This was due to the **siload processes for email and call centers**.



And all of this was detrimental to the overarching objective of providing **THE BEST EXPERIENCE** and delighting their customers.



The team decided to unify these channels along with the ones that they had already been successful using Konnect Insights

## 05 Modernizing Email Customer Care



Delhi Airport decided to integrate email channels to their **existing 24x7 Social Media Command Center** and to achieve this milestone, they undertook the following actions:

- ✓ Unifying CRM operations for Social Media and Email Support
- ✓ Using the 24x7 setup for email channels as well
- ✓ Integrating email channels to the existing CRM software at the Command Center
- ✓ Using common data sets and classifications for a unified data solution
- ✓ Training existing manpower on email channels



**All Social and Email communications are fetched into and ticketed from one platform –**



**KONNECT INSIGHTS**



# 06

## Unified CRM with a 24x7 setup

Enabled to have a single interface for all the tickets to track and respond round the clock, thus substantially

↓ **Bringing down First Response TATs**

↑ **Improving seamless collaboration for resolution management**

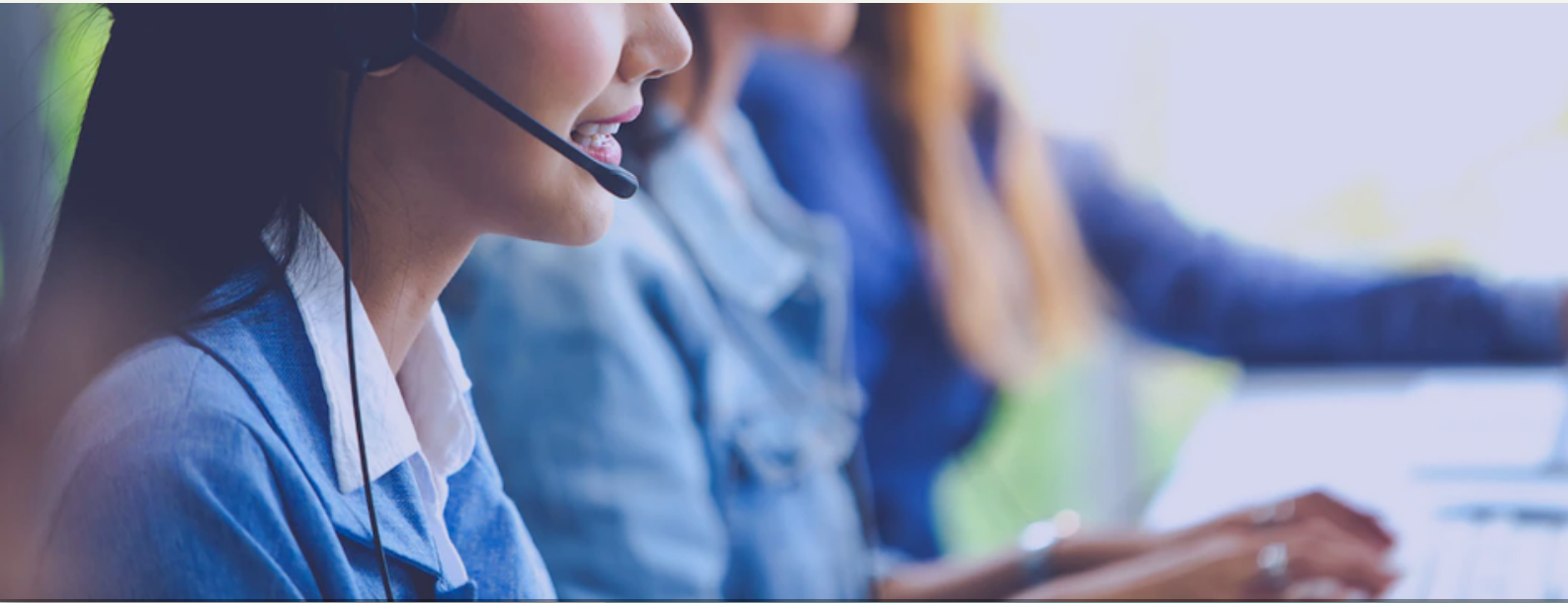
The screenshot displays the KCONNECT INSIGHTS CRM interface. The main content area shows a message thread from Delhi International Airport Ltd. with a warning about external emails, a reply from a user, and a tweet from Pema Gombu. A filter panel on the right shows ticket status and active users.

Unique ticket ID for each email received.

The screenshot shows a message from YAMAOKA.TAMAKI@EZWEB.NE.JP with a question about PCR testing. A dropdown menu is open, showing draft templates for passenger communication.

Draft templates for passenger communication.

# 07 Modernizing Call based Customer Care



Along with emails the Delhi Airport team also decided to **unify their contact centre** which was another important channel for customer queries and needed an uplift in the approach to **improve the experience of customers** from that touchpoint.



The DIAL team also integrated their Call Center data with Konnect Insights via APIs.



This enabled them to map and track important metrics such as call audits, traffic trends, etc. via the platform

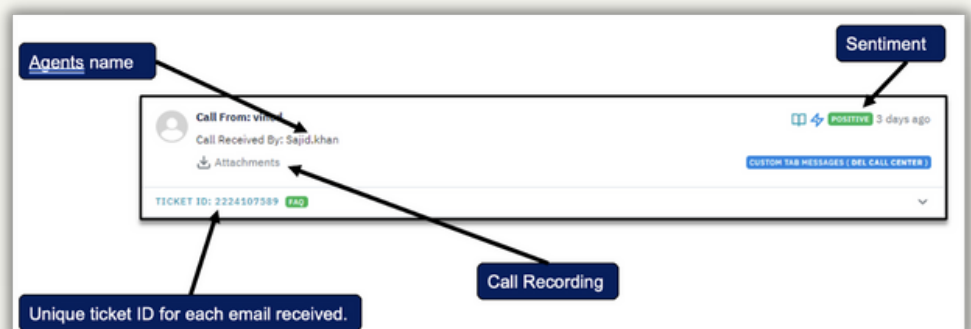


The ticket bucketing/classifications were also applied to call related tickets for deep-dive analysis of queries related to various individual aspects related to the brand



Complete visibility of Call based tickets with the entire call recording for context became available in the single view where other tickets were visible

## HERE'S HOW:

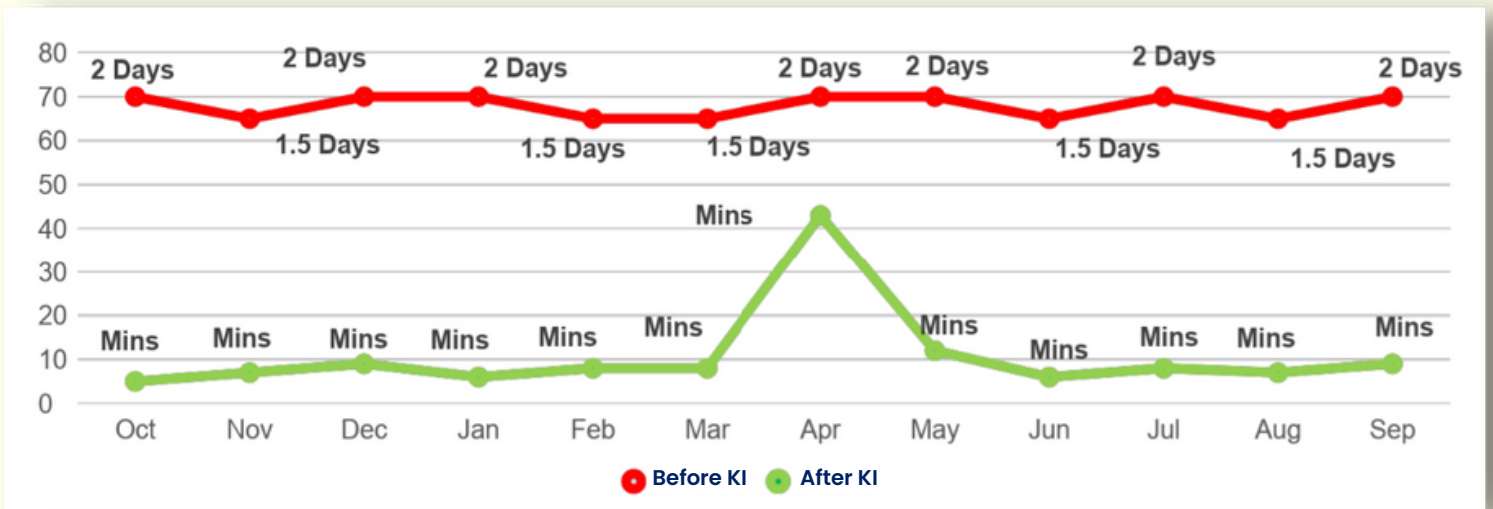




# 08 The Results

↓  
**Reduced TATs**

↑  
**Improved CSATs**



**Before**

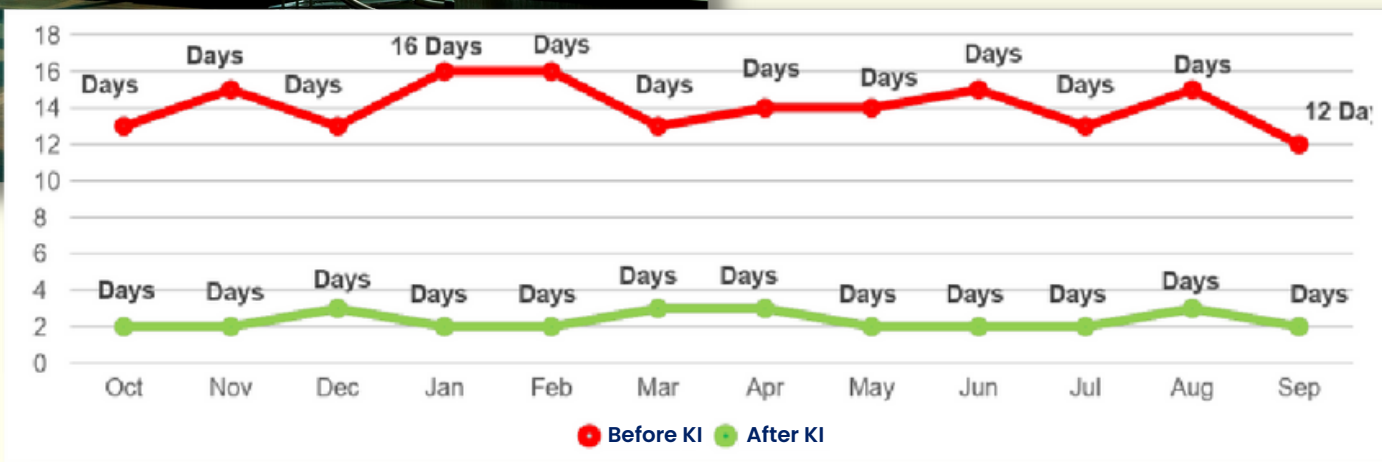
**After**

Avg. FRT:  
Approx. 2 Days

→ **Unified CRM**

Avg. FRT:  
< 10 mins

Post the integration, **Social Media and Email communication were addressed in real-time with 24x7 unified CRM operations.** This resulted in **highly improved FRT-to-passenger communications and superior passenger experience on CRM channels.**



### Before

### After

Avg. FRT:  
Approx. 15 Days

Unified CRM

Avg. FRT:  
< 3 Days

With a software solution for Unified CRM, features like **'escalate to dedicated SPOC list', 'SLA reminders',** etc. came up that helped track escalations better. **TAT for complaints and negative feedback drastically dropped to an average of < 3 Days.**

# 09 MORE BENEFITS



One unified tool for all passenger communications at DIAL –  
**One Brand | One Voice | One Tool**



**24x7 support** for passengers across all CRM channels.



**Real-time** response and resolution



**Improvement in FRT & TAT**  
(Achieved FRT < 10 Mins | Closure TAT < 3 Days)



**Superior passenger experience** on CRM channels



**Improved analytics** and a **holistic view** of business data.



**Unique tickets** with recordings and data classification



**Accuracy & Quality**



Leverage the power of **AI**



**Dashboards** that visually showcase data



**Reducing Duplication** for greater efficiency



**24\*7 Admin & Developer Support.**



**No. 1 airport globally for social media response and engagement during the COVID-19 pandemic.**





# 10 Going Beyond Digital

Being an airport they had a **huge opportunity to get feedback directly from on-ground customers** and **capturing this data was important**. They also **needed to ensure that physical location feedback seamlessly align with the support tickets generated from other channels in one interface**.



**The team implemented QR codes across various strategic locations at the airport, for customers to be able to share their feedback easily.**

- 01** The passengers could easily submit their ratings and feedback which is then captured into Konnect Insights.
- 02** These tickets were captured into Konnect Insights under the defined classifications.
- 03** This data was then used for analysis and to take necessary actions.



# Delhi Airport capitalizing on the 4 Pillars of Customer Experience through ONE omnichannel platform Konnect Insights.



## The 4 Pillars of Customer Experience Management©,

A concept created by Konnect Insights states that to be truly customer-centric a brand needs to listen to customer feedback on social media, the web, emails, offline touchpoints, call centers, and chatbots (the first 2 pillars) evaluate and understand that data using analytics and CRM (the 3rd pillar) and act on that data by using social media publishing and marketing automation (the 4th pillar).





## And that's what Delhi International Airport achieved by integrating all their channels to have -

### One view of all their customer support tickets in one place

**01**

They could easily interact with customers, address their concerns and queries, and resolve them, all from 1 interface.

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**02**

They achieved customer 360 with Konnect Insights to centralize all their information and analytics.

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**03**

These insights then were fed back into their strategies to enhance offerings, disseminate communication and drive engagement, improve marketing efficacy by understanding the things that worked for them and also realized the bottlenecks in their processes to take corrective measures.

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**04**

Customer support agents and other teams stopped working in silos and could collaborate in a way that ensured the brand had one true picture of their queries, their brand's perception and their performance, which enabled them to improve productivity and efficiency, with an easy-to-use platform.

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**All Tickets  
in One Place**

**All Analytics  
in One Place**

**Happy  
Users**

**Happier  
Customers**

**Memorable  
Brand**