



Avios

See a company who have embraced digital channels, providing channel of choice to their customers including a concerted, customer embraced focus on Webchat support.

Results

- 4,500 web-chats now delivered weekly, with an abandonment rate of <0.4%
- 100,000 incremental online contacts per annum
- 85% of customers customer satisfaction rate web-chat as either 'good' or 'very good'
- 90% positive reaction

Site Visit Agenda, 21st June, Warrington

10am – 10:15am	Arrivals and Welcome – Tea and Coffee
10:15am – 11am	Project overview focussing on key results and the background and catalyst for this Innovation
11am – 11:15am	Brief site tour
11.15am – 12:45pm	Breakout groups rotating through each of the session:- 1 - Webchat 2 - Facebook / Twitter 3 - FAQ development Networking Lunch
1:30pm – 3:30pm	Mini Seminar / Networking – Multi Media Contact Centres
3:30pm – 4:00pm	Final Q&A plus next steps

Summary

When Avios, the UK travel rewards programme, created a dedicated 'web centre', this allowed customer service agents to handle more value-added contacts while improving customer satisfaction using Avios.com. The centre was developed through collaboration across all functions, led by a planning manager. It has successfully generated an additional 100,000 online contacts with customers per year; however it remained almost cost-neutral. Web-chat has been particularly successful, delivering an extra 4,500 customer interactions per week, with 0.4% abandonment and 85% customer satisfaction. The move has also provided frontline contact centre agents the opportunity to work in an autonomous, multimedia environment and benefit from a robust progression plan.