



## Cloud-based and integrated omnichannel contact center services

Airlines, airports, and ground handlers increasingly need to manage passenger engagement throughout the journey, responding to passengers seamlessly through voice, webchat, and SMS. SITA Omnichannel Contact Services (SITA OCS) addresses these needs while delivering a reliable, flexible cloud-based platform that offers scalability as your business changes.

### BACKGROUND

#### Digital Passengers

Digitally savvy passengers expect to contact airlines, airports, or ground handlers through a range of technologies like webchat, mobile, voice, or email.

#### Flexibility

COVID-19 has shown that traditional single on-site platforms don't deliver the flexibility that airlines and airports need today.

#### Scalability

Routes open and close, business rises and falls. The ATI needs to match costs to revenues and therefore requires a solution that scales with your business.

#### Technology Evolves

Technologies are changing faster than ever – you need solutions that adapt seamlessly and update without downtime.

### SOLUTION

SITA OCS provides a cloud-based contact center service that allows passengers to engage directly with airlines, airports or, ground handlers. It works through voice calls, webchat, instant messaging or, SMS.

It also directly integrates with aviation systems to improve the passenger experience - enabling customers to enhance omnichannel services on a global basis - tailoring engagement to each passenger.

SITA's focus on the convergence of artificial intelligence (AI), digital evolutions, and the cloud helps organizations differentiate themselves in a competitive market.

The solution is designed to seamlessly deploy services and quickly meet users' and passengers' demanding needs regardless of device, touchpoints, or locations.

### BENEFITS

- Enriched customer experiences - personalize every contact on every channel quickly and efficiently using AI and chatbots.
- Dynamically resolve issues - identify passenger frustrations and take instant action with optional analytics.
- Optimize performance - assign channel priority, set rules to direct passengers, monitor, and coach your team.
- Remove set-up complexity - no dedicated server, software updates, and patches, or complex and costly design required. Migrate from traditional systems in weeks, not months
- Adapt quickly – effortless, instant, on-demand capacity increases to meet business fluctuations.

### RESULTS

# 600+

pre-connected airports are ready for the ATI to link into our new cloud-based SITA OCS solution.



### How does it work?



**SITA**

AT AIRPORTS

### SOLUTION COMPONENTS

#### Omnichannel Cloud Services

- Subscription-based service per user or seat.
- Scalable zero-provisioning pay-per-use burst model.
- Cloud-based, highly secure and, web-accessible.
- Advanced, sophisticated routing for all channels, voice, email, and chat.
- Embedded workforce management.

#### Integrated with SITA Networks

- Combines the Internet, local access, and QoS capable networks such as MPLS and SD-WAN for voice services.
- Reliable distributed architecture N+1 redundancy as standard.

#### Management and Integration

- Web centralized management.
- Build on APIs for any-to-any integration.
- 60+ and growing integrated third-party applications.

### CASE STUDY

Heathrow Airport is the second busiest airport in the world by international passenger traffic and the busiest airport in Europe by passenger traffic. Its Business Support Centre supports the more than ten thousand staff working at the airport.

Heathrow Airport wanted to replace its legacy telephony infrastructure with a more flexible solution. Heathrow also wanted to provide its staff with the ability to work from home as required while fully using the necessary telephony and support applications.

We worked with Heathrow Airport's, Business Support Centre, to provide our next-generation cloud contact center, SITA Omnichannel Contact Services, which included a flexible IP/telephony solution to enable remote access to their communications center. It provides remote agent capability and reduced complexity, and it was implemented quickly. One hundred twenty agents can work remotely and safely connect to the required applications.

For more information, please contact us at [info@sita.aero](mailto:info@sita.aero)