

Air Business delivers digital transformation

Talkdesk allows flexible, global deployment in only four days.



Use Case
Service

Industry
Transportation
& Logistics

Integration
N/A

Key Metric
Fast global
implementation in 4 days



Challenge

Air Business's legacy, on-premises contact centre solution was costly and required the team to rely on an external vendor for reporting and changes to call flows. Visibility into reporting was limited, and first call resolution rates were low.



Solution

The team selected Talkdesk for its cloud-based platform and robust, real-time reporting. Air Business gained full visibility into all five of their contact centres, call recording and outbound dialer functionality, easy updates to IVR call flows with [Talkdesk Studio](#), and flexibility to support a complex, bespoke model and quality requirements.



Results

Moved from on premise to cloud in 5 contact centres in only 4 days.

Established in 1986, Air Business provides global distribution and subscription management services. Delivering to more than 220 countries with over 300 million items sent annually, Air Business is a wholly-owned subsidiary of An Post, the Irish Post Office, one of the world's leading postal services.

Air Business's mission is "to connect businesses with their customers through a range of world-class services." Within their customer base, their clients' needs can vary widely, with many having unique requirements. The Air Business team takes pride in being able to deliver these complex, bespoke experiences for their customers while meeting high service levels.

With over 180 agents in five call centres across the globe (United States, Philippines, and India) Air Business provides a "follow the sun" support model to ensure coverage across all time zones with strict SLAs in place.

These service level requirements, combined with the customised approaches needed to support their customers, require the Air Business team to put a strong focus on quality management.

As Adèle Nichols, director of fulfilment and customer services for Air Business Subscriptions, explains, "In our business, it's not one size fits all. Our customers can have very specific requirements and needs. For us to meet these needs, we need to ensure our agents have the right tools, training, and performance management."

The move from legacy to cloud

Air Business had been using an on-premises solution with five separate ACDs (automatic call distributors) to provide phone support for their customers.

The solution was costly, there were often outages, and the team had to rely on their vendor for reporting data and call flow changes—limiting visibility into performance. First call resolution rates were low.

When the Air Business team needed to rapidly transition to a fully remote workforce due to COVID-19, they accelerated their search for a cloud-based solution that could be deployed quickly on a global scale.

The team required robust, real-time reporting with full visibility to all five of their contact centres, call recording, and outbound dialer functionality. The new solution would need to be flexible to support their complex, bespoke model and quality requirements.

After evaluating vendors, Air Business selected Talkdesk for a flexible, cloud-based solution that could provide the reporting and recording features they needed with a fast deployment.

Up and running in only four days

The implementation of Talkdesk took only four days. According to Nichols, “The support and dedication of the Talkdesk team to get us up and running was part of what sold us so quickly on the solution. Talkdesk’s technology is incredibly flexible and doesn’t require any major set up, this really gives it an edge over the competitors.”

Access to real-time and historical reporting across all five contact centres helps measure performance, and the team is saving time and costs as fewer resources are needed to gather and create reports.

Air Business is utilising Talkdesk Studio for IVR creation and management—without any coding or professional services. As Chris Pash, Telephony Specialist, shares, “Our team manages almost 50 call flows for over 100 numbers. Talkdesk Studio is simple and easy to use with powerful functionality to create and manage our IVR flows. We no longer need to rely on our vendor to make call flow revisions to accommodate each client’s unique needs, and we have the flexibility to make changes needed to support QA requirements, SLAs, queuing priority, and more.”

With Talkdesk’s cloud based contact center, the Air Business team was able to easily deploy a quality management solution, [Observe.AI](#). The AI-powered solution enables Air Business to analyze 100% of calls, extract key insights, and use them to evaluate agents and identify who needs coaching in a single platform.



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—**ADÈLE NICHOLS**, DIRECTOR OF FULFILMENT AND CUSTOMER SERVICES, [AIR BUSINESS SUBSCRIPTIONS](#)





The move from legacy to cloud

Before Observe.AI, Air Business randomly selected calls to evaluate agents, relying on a manual and subjective QA process. Now, Air Business uses AI insights to pinpoint key points of interest from all calls, using a data-driven approach for performance management.

Nichols noted, "Quality management is critical to our business model. Talkdesk with Observe.AI gives us the foundation to deliver a robust quality and agent performance program."

In addition to the Talkdesk platform, the Air Business team relies on the Talkdesk support staff, [Talkdesk Academy](#), and the Talkdesk Community to get them up to speed quickly. Ramping up agents only takes a few minutes with the intuitive call bar and easy to use reports.

A wealth of data and flexibility

Talkdesk is quickly becoming a strategic advantage for Air Business in conversations with prospective clients. "We're able to share the full visibility we have to our contact centres, to see reports, listen to calls, and manage quality control on our own versus having to be reliant on our provider giving us data." says Nichols.

Pash summarizes, "Five contact centres working across separate ACDs is no longer an issue when you have one solution bringing a wealth of data and flexibility. Talkdesk gives us the ability to cater for each client's needs and the flexibility to change and adapt."

In the future, the Air Business team plans to expand to other support channels including webchat and further leverage Talkdesk's deep [CRM integrations](#).



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—CHRIS PASH, TELEPHONY SPECIALIST, [AIR BUSINESS SUBSCRIPTIONS](#)

About Talkdesk

Talkdesk® is a global customer experience leader for customer-obsessed companies. Our contact center solution provides a better way for businesses and customers to engage with one another. Our speed of innovation and global footprint reflect our commitment to ensure businesses everywhere can deliver better customer experiences through any channel, resulting in higher customer satisfaction, cost savings and profitability.

talkdesk®

Experience. A better way.

