



## Ushering Airline Customer Service processes into the Connected Age

*SimpliFlying worked with Cebu Pacific, Philippines' largest low-cost airline, to transform customer service processes and re-organise the team to deliver real-time customer service*

<b>20 staff</b> trained in delivering 24/7 social customer care	<b>95%</b> of all incoming posts from Facebook, Twitter now tagged for tracking and follow-ups	<b>6.7 times</b> improvement in response rate within six months
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### BACKGROUND

Cebu Pacific is a Philippine low-cost airline and also the country's largest carrier. Rapid growth over the past decade had led to certain pains such as in operational outages. The customer service ecosystem within the airline was fragmented due to internal structure. For passengers, it was difficult to get timely support and clear instructions about their queries. With almost half of Philippines' population active on social media, an increasing number of Cebu Pacific's passengers were taking their complaints to Facebook and Twitter.

### GOAL

SimpliFlying was brought in to transform existing customer service processes and usher them into the digital age where responses are expected in real-time. It was important to lay a strong foundation for Cebu Pacific to project a customer-centric brand image. The focus was on in-channel resolution in a much shorter time and building the necessary capabilities. Ultimately, the insights gained from delivering round-the-clock social customer service would be used to optimise the performance across key operational touch-points.

### SOLUTION

The project kicked off with an executive briefing to ensure buy-in from senior management and middle management to the social customer service vision. Case studies, best practices and global and regional benchmarks reflected how the vision could bring about positive changes in brand perception, customer satisfaction and operational efficiencies. A strong case was made internally for Cebu Pacific to adopt the new vision for customer service.

Subsequently, extensive interviews were conducted with various departments within the airline to prepare a comprehensive Gap Analysis. Based on the findings, SimpliFlying designed a detailed future roadmap for Cebu Pacific.

Based on our recommendations, Cebu Pacific consequently re-organised its internal structure into a single unified Customer Care group, instead of the fragmented Guest Relations and Customer Service

groups. The airline also went on to recruit a team for the new social customer care division based on job descriptions put together by SimpliFlying.

Following this, a series of MasterClasses was conducted to train the social customer care agents using in concepts, tools and techniques. In addition, crisis simulations were conducted with the social customer care team, corporate communications and operations departments.

A comprehensive playbook containing best practices and tools guidance was put together to serve as manuals to the social customer care agents. This would be important as the agents review their performance while ensuring key learnings are passed on to new members as the team expands in the future.



“The most fulfilling thing is really seeing how the team owned the project and started evolving the requirements – running with it having understood what the mandate of customer care.”

Candice Iyog,  
Vice President, Marketing and Distribution,  
Cebu Pacific

“SimpliFlying established themselves as being those people that you wanted to speak to if you wanted to get on to that bandwagon. They have industry breadth – not just in a specific region; they have breadth from a number of airline clients and were able to assimilate best practice from different parts of the world.”

Mike Szücs,  
Chief Executive Advisor,  
Cebu Pacific

