
Aer Lingus deploys Aumtech's VoiceTracer™ to enhance lost baggage customer service and improve productivity.

Aer Lingus has deployed Aumtech's VoiceTracer™ solution to improve productivity in its Call Centers and Lost Baggage Department. Aer Lingus is Aumtech's second customer for VoiceTracer after Hawaiian Airlines, which went live in March.

VoiceTracer™, marketed through Consult WA International, (www.consultwa.com), Aumtech's airline consulting partner, works with SITA's WorldTracer™ baggage management solution to provide automated responses to passenger inquiries about the status of their lost baggage.

Lost baggage is a frustrating experience for passengers, and can easily undermine customer loyalty. Whilst almost all lost baggage is ultimately united with passengers, it is usually disruptive for the passenger; the service recovery process must provide passengers with access to status information whenever they require it.

At the moment, passengers have the option of using the Internet to find lost baggage status, although only a limited number of airlines and ground handlers subscribe to SITA's WorldTracer™ Internet service. Alternatively, passengers can make a phone call to the

airline or its handling agent. Access to the Internet is still not always convenient, particularly when passengers are in a foreign location, and for most passengers they have to call either the lost baggage department of the airline, the ground handler, or their call centers.

This is extra work for airline and airport staff, although it is essential that the service is available. VoiceTracer™ is an Interactive Voice Response (IVR) solution that directs the incoming status request telephone call to an automated system that interrogates the WorldTracer™ database in real-time, and updates the passenger with the latest available status information. No airline or ground handler staff is involved in the process.

VoiceTracer™ can be quickly deployed as a managed solution, and offers a rapid return on investment (ROI). VoiceTracer™ helps reduce call center costs, and allows staff to undertake more productive activity. VoiceTracer™ is one solution in a suite of IVR solutions that Aumtech (www.aumtechinc.com) has developed for the airline industry, that includes Automated Flight Tracking information, Flight Cancellation notification services, and automated Schedules and Fares information.

As Stewart Wallace, Managing Director of Consult WA explains, “The ongoing drive to reduce unit costs is the prime focus of all airlines, and the deployment of voice solutions not only helps reduce these costs, but in many instances delivers improved quality of customer service.”

Press Release

Aumtech is a leading provider of a complete suite of VoiceXML and SALT solutions, including a carrier-grade PSTN and VoIP capable Browser and a suite of highly customizable turnkey application solutions. Aumtech has recently recognized the potential for such solutions within the airline industry and already includes JetBlue, Hawaiian Airlines, Aloha and Independence Air among its customers in the airline industry.

As Tom Porter, Vice President and Chief Operating Officer at Aumtech points out, "IVR technology has matured significantly over recent years, and, with the ability to deploy solutions through ASP models using multiple languages and speech recognition, it will play an increasingly important role in the aviation industry as airlines look to drive down costs and regain profitability, while actually improving the passenger experience."

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Note to the Editor – Live Demonstration

A live version of the VoiceTracer application has been set up for demonstration purposes. The application is real and some cases have been set up to allow evaluation of different scenarios.

To access the VoiceTracer demonstration, call + 1 904 265 8231.

Basic information you will need is: -

Airline: Efficient Airlines

Scenarios

City	Last 5 Digits of WorldTracer Claims Reference	Passenger Name(s)
Boston	32570	Baker and Erickson
Paris	32563	Stanley
New York	32569	Connors
London	32581	Wallace and Masterson
San Francisco	32561	Stanley

Consult WA International

Through its global network of Associates, Consult WA delivers Information Technology, Management and Business Consulting services across many business domains of the Airline Industry. Consult WA is structured to provide these services cost effectively and deliver real value.

In addition and to support the evolution of airline business processes and changing business models, Consult WA has associated with leading service providers that can deliver solutions that help airlines and airports reduce costs, improve productivity and at the same time, enhance the customer experience.

Press Release

AUMTECH

Aumtech delivers standards-based (SALT and VoiceXML) middleware platforms for developers and systems integrators, and is the provider of the IP-based Telephony Interface Manager (TIM-IP) for the Microsoft Speech Server platform. In addition, Aumtech provides SALT and VoiceXML Migration Services (SMS) for applications from 43 existing platforms.

Aumtech also provides turnkey solutions for interactive outbound notification and call center automation, and is an Application Services Provider (ASP) for customers requiring rapid prototyping (or anyone desiring to pay for their services on a "per transaction" basis).