

CASE STUDY – CALL CENTER SOLUTION

AIRTRAN AIRWAYS SELECTS DELTACOM

AirTran Airways is a low fare airline designed for business travelers. The airline was ranked number one in the 2008 Airline Quality Rating study and serves over 20 million travelers annually with its coast-to-coast flights, North America's newest all-Boeing fleet, friendly service and Business Class and complimentary XM Satellite Radio on every flight.

CHALLENGE

AirTran Airway's business philosophy is to provide its customers with an experience worth repeating.

The airline's three Georgia-based call centers are a critical customer service component for many of its travelers who prefer to make flight reservations, changes or receive other assistance by phone. AirTran first began assessing its toll free services in an effort to strengthen inbound call center capabilities with vendor diversity and redundancy to ensure its customers receive uninterrupted service, even in the case of a vendor outage.



"We believe in providing our customers with an experience worth repeating. Deltacom has proven they understand that philosophy. Other communications vendors should strive to emulate the accessibility and flexibility Deltacom offers."

Rocky Wiggins

Senior Vice President and Chief Information Officer of AirTran Airways

SOLUTION

Deltacom consulted with AirTran to understand its existing infrastructure and future growth plans.

The telecommunications provider offered a toll-free voice solution that not only met AirTran's diversity and redundancy requirements, but also offered the airline improved management capabilities and significant cost savings. Deltacom also provided AirTran outbound service redundancy for its call center locations and its corporate headquarters.

RESULTS & BENEFITS

Deltacom's nationwide toll free service, flexible routing features and service management portal help AirTran Airways manage inbound call center traffic across its various locations in near real time. This flexibility is critical to maintaining low customer hold times and preserving AirTran Airways' commitment to customer satisfaction.

As an added benefit, the collaboration process between Deltacom and AirTran forged a relationship more reflective of business partners than vendor and customer. By delivering on the promises made, Deltacom has become a trusted telecommunications advisor to AirTran and plans to continue helping the airline address its various communications needs into the future.

DELTACOM SOLUTIONS

- Redundant Access Facilities
- Toll Free Service with Enhanced Routing Features
- Outbound Long Distance
- Deltaview Account Management Portal
- Customer Consultation Resulting in a Tailored Customer Solution

ABOUT DELTACOM

Deltacom, headquartered in Huntsville, AL, provides integrated telecommunications and technology services to businesses and other communications providers in the southeastern United States. Deltacom has a fiber optic network spanning approximately 15,965 route miles, and offers a comprehensive suite of voice and data communications services, including local, long distance, broadband data, Internet connectivity, wireless voice and data services, and customer premise equipment.

For more information visit

www.deltacom.com