



United Airlines Success Story

CASE STUDY

OBJECTIVE:

Deliver Real-time, Relevant Flight Information

As one of the largest international airlines with more than 200 destinations worldwide, United Airlines is committed to ensuring all customers receive an outstanding experience, both in the air and on the ground.

United desired a cost-effective solution that would provide its customers with time-critical travel updates so they could make informed decisions about their travel plans and still provide a measurable, rapid return on investment. To keep costs at a minimum, United searched for technology that could integrate with its existing infrastructure without causing major disruption, was scalable to meet future demand and provided flexibility for multiple applications. United chose West Notifications Group's Preference Management solution to provide travel alerts to their customers.

THE WEST NOTIFICATIONS GROUP SOLUTION:

Opt-in Preference Management Solution

West Notifications Group delivered EasyUpdateSM, a real-time customer communication solution designed to save passengers valuable time and greatly improve their travel experience.

EasyUpdate is an opt-in, preference management service that enables passengers to choose which trigger events are important to them and select how they want to be notified. United customers are proactively alerted about flight delays, cancellations, arrivals and seat upgrades to their delivery channel of choice including voice, email and wireless text. Notifications are personalized and interactive, allowing customers to immediately respond to information. Also, because the notifications are fully automated, United's customer support and reservations operations can increase their focus on inbound calls.

To further enhance United's customer experience, EasyUpdate was expanded to include automated communications for advanced schedule changes, re-bookings and re-accommodations. This capability enables United to reach non-EasyUpdate customers with real-time phone calls when itinerary changes occur, using the information provided in the customer's PNR (passenger name record). As flight data moves through United's system, West Notification Group's software routes messages to EasyUpdate subscribers as they have requested and places phone calls to non-EasyUpdate customers.



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THE RESULTS :

Over 2 Million Notifications Sent Each Month

EasyUpdateSM has become one of United's signature customer service programs with over 3.1 million subscribers. As the travel industry's standard for customer communications, EasyUpdate is an award-winning service that has provided United with positive recognition. With West's solution, more than 2 million flight notifications are delivered each month to United passengers.

The importance of supporting all communication channels is evident when evaluating EasyUpdate subscriber preferences, but automated phone calls are particularly valuable for urgent notifications. When time is of the essence, voice is a preferred choice for United passengers.

WEST NOTIFICATIONS GROUP :

West Notifications Group is one of the nation's leading providers of automated notification solutions, helping companies acquire, care for, grow and retain customers by enabling frequent and relevant customer contact at a price-point that is far superior to traditional contact methods. Our solutions deliver simultaneous real-time messages to millions of customers to their channel of choice, including phone, email, text messages, instant message or fax delivery.

West Notifications Group is a subsidiary of West Corporation and an affiliate of West Interactive Corporation, all of which are located in Omaha, NE. West Corporation is the leading provider of outsourced communication solutions with more than 42,000 employees worldwide. For more information contact 877-369-1858 or visit www.westnotificationsgroup.com.



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