

Delta Air Lines successfully pilots new support technology

How one of the U.S.' major airlines delivers a high standard of in-the-moment support to its 22,000 flight attendants

Evolving technology drives new support challenges

Serving more than 180 million customers across the globe, Delta Air Lines receives consistently high marks for customer satisfaction, and their flight attendants play a crucial role. As the entire traveler experience has become more dependent on mobile and internet-enabled technology, Delta has adapted by equipping its flight attendants with handheld devices that provide key information to allow them to better engage with customers while in flight.

These devices let flight attendants identify and greet travelers by name, address travel disruptions in real time, provide connecting flight gate information, access FAA-mandated safety and service manuals, complete in-flight purchases, and more.

With this new technology came a new opportunity for Delta: How could they further leverage these handheld devices to provide remote, in-the-moment support for their flight attendants?

To address this, Delta sought a partner who could offer CRM, video chat, and a customer-facing UI while delivering more insight into customer interactions.

Sophisticated solutions for stronger in-flight support

Delta chose Emplifi's Emplifi Agent and Emplifi SOS to deliver the optimal flight attendant and agent experience. After a successful proof of concept, Delta's flight attendants began using a custom-configured Emplifi app to resolve issues and get answers to questions in real time.

Should they need more help, flight attendants can also choose to video chat with Delta's support agents, who log the interactions in the Emplifi Agent CRM. Delta also leverages Emplifi Agent's robust reporting capabilities to gauge overall customer satisfaction and glean insights into how they can better support their flight attendants.

"We empathized with our flight attendants during the challenging period of making the technology switch around their federally mandated customer service tool," said Erica Smith, Manager, IFS Technology Delivery at Delta. "Emplifi enables us to offer more comprehensive, real-time support for our flight attendants using their existing in-flight handheld devices. We've also uncovered actionable insights into how we can continue to enhance the experience."

“

Emplifi enables us to offer more comprehensive, real-time support for our flight attendants using their existing in-flight handheld devices. We've also uncovered actionable insights into how we can continue to enhance the experience.



- Erica Smith

Manager, IFS Technology Delivery



In-the-moment support and valuable insights

Since early 2018, Delta's flight attendant support agents have fielded more than 16,000 calls with more than half coming from the new Emplifi app. Flight attendants are able to quickly get the assistance they need, allowing them to focus on providing the exceptional level of guest service expected from Delta. And with Emplifi Agent, the support team has the tools to resolve any issues or questions more quickly, delivering a high standard of service to Delta's more than 22,000 flight attendants.

"Centralizing our flight attendant support efforts using Emplifi technology saved us over \$2 million in the first three years of the program," said Angela Gammill, General Manager - IFS Technology & Innovation. "The Emplifi solutions have allowed us to achieve the operational excellence that Delta strives for."

In addition to providing convenient, in-the-moment support, Emplifi's technology has delivered unprecedented visibility into the process, enabling Delta to drive the enhancements that matter most to their flight attendants. In the future, the Delta team looks forward to adding even more functionality to improve the experience for travelers, attendants, and agents alike.

"If you want to enhance the experience across the board, you must first understand the needs of your customer, and then build a robust team to fully engage with the technology," added Smith. "That's how to drive true business value."



Clear Skies Ahead

Delta flight attendants play a critical role in keeping customers and each other safe. Emplifi's Emplifi Agent and Emplifi SOS provide the tools and real-time support they need to continue to deliver the Delta Difference.

How can you improve your employees' experience? If you'd like to learn more about how you can increase operational efficiency and enhance the agent experience, schedule a walkthrough with an Emplifi expert today.