

## Service optimisation in seven languages for satisfied airline customers

For arvato services, MailMinder by Living-e is a central tool for replying to several hundred thousand customer enquiries each year with maximum efficiency and quality. As an outsourcing partner of leading German airlines, arvato also benefits from the solution's multi-tenancy capability and can integrate the external web systems of their customers in a highly secure way.

Customer service is their mission: arvato services, a hundred percent subsidiary of arvato AG and part of the international Bertelsmann Group, is Europe's leading service provider for the professional management of customer relations. Particularly those companies in highly competitive industries such as air transport benefit from arvato's bespoke outsourcing, offers to optimise their creation of value through lasting customer loyalty. Maximum quality of service with minimum maintenance costs – that is why leading German airlines have trusted arvato's services for years. The provider has earned this trust through continual process optimisation and the application of technological innovations, including the MailMinder solution from Living-e.

### The Challenge

arvato replies to enquiries from airline clients in numerous locations on three continents. In contrast to other industries, multilingualism is therefore essential for air passenger service. No matter whether in American or British English, Portuguese, Spanish, German, French or Italian – arvato reacts to every customer request with maximum speed and quality, in total several hundred thousand times a year. An earlier response management system was no longer a match for the complexity of the demands of business from new customers and had come up against limits of scalability. After the successful trial run of a MailMinder pilot installation in 2003, was then followed in 2004 by the system's large-scale introduction at the two locations in Germany as well as a service centre in North America.

### The Solution

MailMinder became a platform for a series of process improvements at arvato. Incoming customer emails, for example, undergo an automatic content analysis. Ideally, they are forwarded without any manual effort to a responsible agent by the shortest route. Several hundred text modules in the seven languages mentioned provide agents with additional support in replying. Not only does this bring enormous savings in time, but it is also a cornerstone of the quality assurance of arvato airline services. What is important here is that because MailMinder is multi-tenancy capable, the service provider can support the customers of different airlines with a uniform system and process structure, enabling human and IT resource capacities to be put to optimum use. The complexity of the processes, as mentioned, is shown for example in the necessity of linking response management securely into the airlines' external web systems. This was realised using encrypted XML interfaces, XML standing for the open data exchange standard, Extensible Markup Language.



BERTELSMANN

#### The Customer

- > Europe's leading service provider for the professional management of customer relations

#### The Challenge

- > Replying to several hundred thousand customer enquiries on three continents each year with maximum efficiency and quality

#### The Solution

- > MailMinder as a platform for process improvement

#### The Results

- > Time savings thanks to the automatic assignment of enquiries
- > Greater efficiency and assured quality of replies
- > Sophisticated reporting generates transparency
- > Multi-client capability improves the utilisation of resources



## Greater transparency, higher efficiency, satisfied airline customers

After the successful integration project, in which Living-e delivered numerous individual requirements, MailMinder has long since become a central tool in the airline services of arvato services.

The automatic distribution of enquiries with the simultaneous assignment of the appropriate text modules has resulted in significant increases in efficiency. Moreover, the system helps to maintain arvato's extremely high standards at all times with regard to the quality of replies. Last but not least, sophisticated reporting with its extensive analysis functions allows precise forecasts of the volume of enquiries in the future – which considerably improves deployment planning.

arvato AG is the internationally networked media and communications service provider of Bertelsmann AG. arvato AG comprises the divisions arvato print (intaglio and offset printing houses in Europe and America), arvato services (financial services/data management, full-service CRM services, logistics/supply chain management and direct selling of knowledge media), arvato digital services (including replication, fulfilment, distribution/supply chain management, financial services and electronic content distribution), and arvato systems (international provider of qualified and bespoke IT services), as well as empolis, a leading provider of company-wide content and knowledge management solutions, and arvato mobile, a provider of digital entertainment contents and interactive applications. The group currently employs 60,000 people worldwide, has over 270 subsidiaries in 36 countries and in 2007 it achieved an annual turnover of 4,917 billion Euro

### The Company

Living-e offers service companies intelligent multi-channel communication and information management solutions based on innovative artificial intelligence and patented text analysis technology. Our adaptive software optimises and automates the processing of unstructured data with unequalled precision, and so with a relevance that helps our clients to offer outstanding customer service coupled with significant operating efficiency and an increase in productivity.

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