Case Study

TAAG

The customer assigns TAAG a rating above 92 percent.

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TAAG

Challenge

Find a cloud based, omnichannel platform that allows different campaign and operations indicators to be visualized. The platform should be agile and user-friendly, allowing queues, campaigns, and IVRs to be managed autonomously.

Solution

The GoContact platform presents itself as a cloud based, omnichannel software that can customize reports in real-time according to the desired indicators. It is a simple and intuitive user platform that allows users to create and modify queues, campaigns, IVRs, voice guides, wallboards, and more without involving an IT team.

Results

The GoContact solution offered several advantages, including increased visibility into customer interactions, autonomy in creating campaigns and queues, independence in editing IVRs, simple call streamlining, access to real-time reports, and the ability to integrate with other platforms. These factors led to improved employee satisfaction, which in turn had a positive impact on customer satisfaction.

TAAG: #Flytaag
We make dreams take-off

TAAG presents itself as a leading company in the modernization of air transportation and associated services in Angola through a reliable and financially sustainable operation that promotes the image of Angola.

The company serves 13 domestic and 16 international destinations in Africa, South America, the Caribbean, Europe, and Asia. It is also the only airline that operates scheduled flights (direct or with layovers) between Central Africa and Latin America.
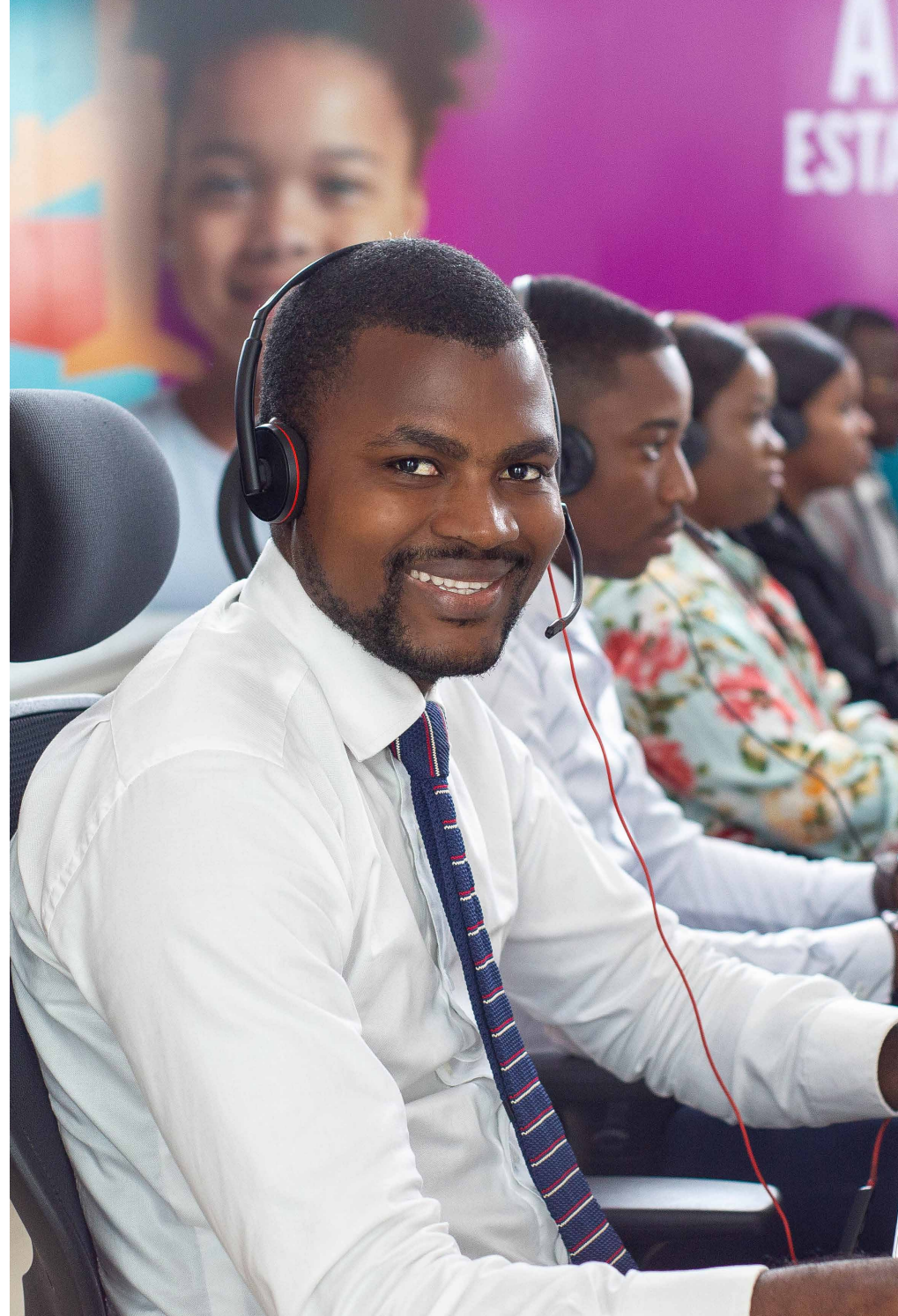
Why GoContact?

In search of the ideal solution to overcome TAAG's unique challenges, UCALL, the leading BPO in Angola, chose GoContact for the operations of its client, TAAG. The following made GoContact stand out from the competition.

- GoContact is a current and modern software that adds value to the services offered by UCALL.

- GoContact streamlines the work of teams and is prepared to meet the needs of the evolving function of contact centers.

- GoContact integrates with other platforms and digital channels such as webchat, Facebook, and WhatsApp, making the platform more efficient.

- GoContact operates in the cloud for improved accessibility and mobility.

Key Results
The Positive Impact of Change

- Implementing GoContact through UCALL helped TAAG overcome important challenges and added several benefits, including:

- Agility

- Improved real-time monitoring

- Consistency in operations

- Future-proof technology

- Improved processing times for tickets

- Increased awareness of defined SLAs

- Access to services on digital channels such as Facebook, WhatsApp, and webchat
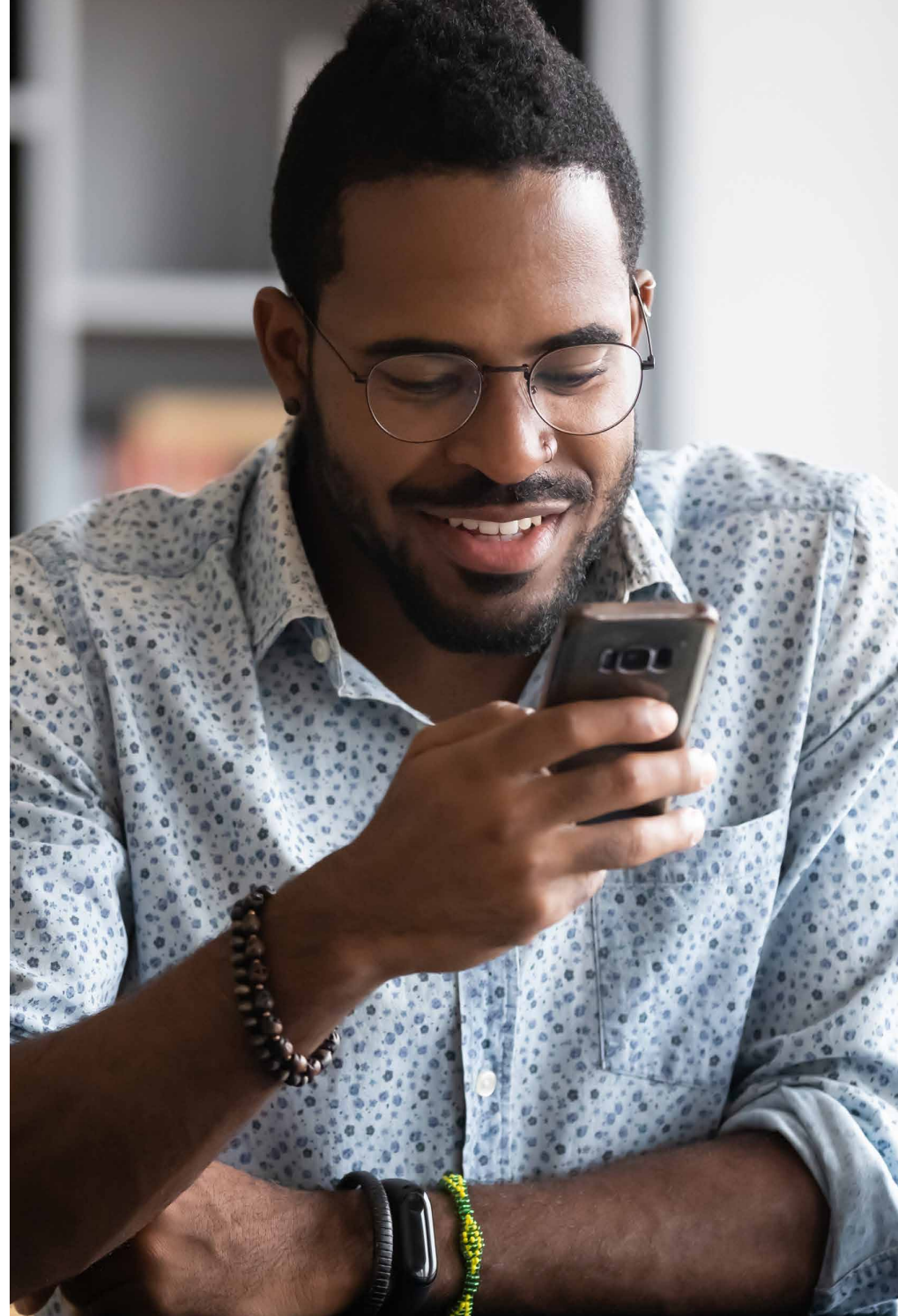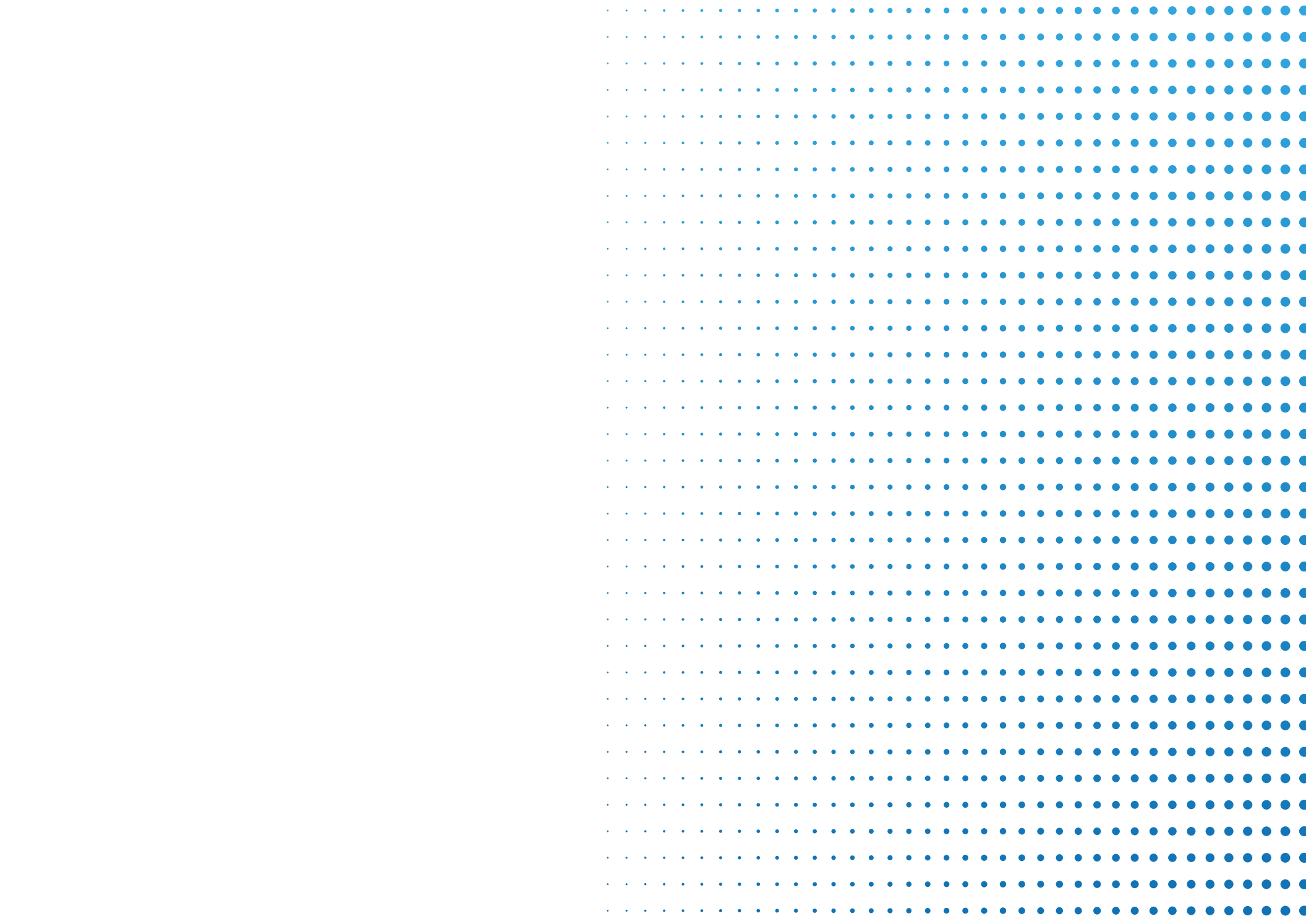
The Impact on the Protagonists of the Operation

With the adoption of GoContact, TAAG experienced benefits in the most diverse areas of activity.

- **Operational coordinatorss** – Functional self-service allows operational coordinators to act independently without involving other areas/departments. They also have access to large volumes of data from different reports in real-time, and it's easy to implement and manage IVRs and queues.

- **Operational supervisors** – GoContact's omnichannel abilities allow for faster and more effective resolution of issues, and it has a supervisor interface that facilitates daily work and provides access to wallboards, reports, and automations.

- **Content technicians** – Technicians can streamline calls by routing each call to the appropriate agent and checking to see if daily goals are met.

- **Outbound supervisors** – The platform stands out for its ability to communicate large volumes of information through a simple click. The reporting abilities are notable because they can easily be identified by key indicators.

- **Sales accelerators** – The platform increased the possibility of platform optimization (which presents itself as an advantage in team management), location, and call management in a few clicks from any point in the platform.

- **Room managers** – Managers can extract data and have more control over employee productivity in real-time, allowing a macro view of operations.

The Impact on the Customer Experience

In the air transportation industry, it is easy to see the impact of communicating with customers, especially when it comes to something like changing flights.

Implementing the GoContact platform has given TAAG the power to efficiently communicate information about several flights in a unique way using IVR scripts.

After implementing GoContact, there was an increase in employee satisfaction as day-to-day tasks became easier to perform. There was a direct improvement in the quality of the service provided, as determined by customer satisfaction surveys, which currently rate TAAG at 92 percent.
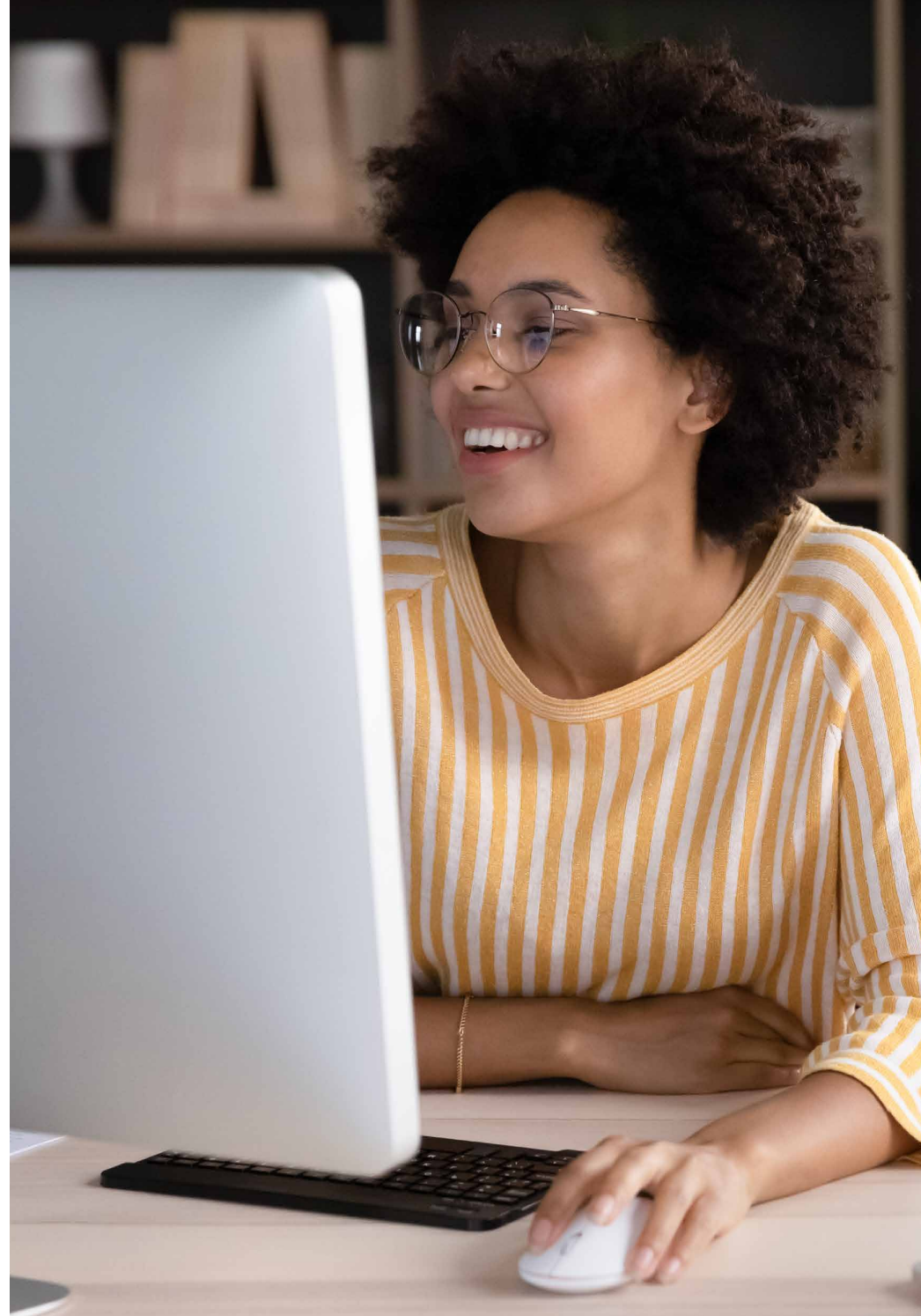
Customer Testimonial

"I am suspicious of my feedback on GoContact because I was part of the team of ambassadors in Africa who had the privilege of receiving face-to-face training with excellent professionals at GoContact headquarters. Since implementing GoContact, only continuous improvements in service processes have been recorded at all levels. It is gratifying to know that our opinion as partners is analyzed and subsequently implemented. It is a wonder to know that changes are planned to improve the platform that covers the entire GoContact community, which is only possible because they are a team willing to make a difference. Looking back to 2019, I believe this relationship began due to the similar way of thinking about the future that is a constant at UCALL, the dynamism and the delivery of professionals to achieve their best. It is truly a partnership governed by good practice."

Gilson Pinheiro, Customer Director for UCALL (responsible for TAAG's contact center)

Go contact

a broadvoice Company