



Gogo In-Flight Broadband Service Support

Chat & Social Media Channels

As technology improves and customers begin to have additional service needs at all times through an increasing number of channels, new service solutions are often needed to assure that customer care needs are handled quickly and effectively. This challenge was no more apparent than with Gogo, a provider of in-flight wireless services for airline travelers who rely on this service during the duration of their flights. Because of this, fast responses are of the utmost importance as a customer would receive little benefit from a service reply once their flight has ended.

Working in partnership with Gogo, we were able to develop a customer service program that closely monitored customer interactions and complaints through social media, chat, email and voice channels. By using tools specifically designed to aggregate all of these channels into a single dashboard, a dedicated support team was able to assist customers in real-time, effectively trouble-shooting their issues in-flight.

While handling customer service needs was the paramount of the client's needs, additional opportunities to add value to the Gogo brand were also identified by the STARTEK team. Through the monitoring of Gogo's social media channels, service team members were empowered to not only interact with customers who were experiencing service issues, but were also given the ability to maintain Gogo's overall social media presence – interacting with customer brand advocates, posting pre-emptive service solutions, driving additional revenue and boosting the overall Gogo brand message. With this shift, monthly interactions with customers has grown from 400 monthly contact to over 6,000, all of which is being support by a full-time dedicated team of nine service agents at a site "Command Center".

There has also been additional benefits to the client from this program:

- Gogo's Facebook account doubled in likes from 100,000 to over 200,000
- Cost per customer contact has been lowered by 50% through the use of social and chat channels as opposed to traditional phone support
- Proactive interactions with customers has shown a positive 6% retention rate for the client

This specific case as serves as a perfect example of the increasing importance in the management and monitoring of new customer channels. Not only can support be provided at a lower cost to the client, but there are added benefits to both the customers and client by empowering the service agents to actively engage with the customer using these channels. This program was also rewarded a 2014 CRM Excellence Award for Multiple Channel Customer Support.



6,000

Number of monthly contacts has grown from 400 to over 6,000, increasing the client's overall brand visibility.



20,000

Number of Gogo's Facebook doubled to over 200,000 since the start of this program.



50%

Cost per customer contact has dropped 50% through the use of social media and chat channels.