

# MAJOR AIRLINE RESOLVES CLAIMS 10x FASTER WITH OUTSOURCED CLAIMS MANAGEMENT SOLUTION



«By using SPS to centralize and optimize our claims handling processes globally, we have reduced cost, enhanced visibility, and can respond 10x faster to our customers. In addition, we have the flexibility to better manage fluctuating claims needs, which are critical for our airline's success.»

– Head of Client Services, Airline

**The need to improve customer relations in the increasingly competitive air travel industry led a major commercial airline to choose an outsourced service from SPS to optimize claims management processes worldwide. The multi-lingual solution centralizes and digitizes all incoming written multi-channel claims and complaints (paper, email, fax), enhancing visibility, and enabling the company to significantly reduce claims processing time – resulting in faster, more effective customer service, and increased loyalty.**

## Accelerating Claims Management

As air travel becomes even more prevalent and passengers are presented with a wider choice of carriers, the international airline recognized the need to boost customer loyalty and service by responding faster to customer claims. Previously, these claims were managed in a decentralized manner, putting a strain on internal resources and leading to an average processing time of 30 days. By switching to SPS's full-service claims management solu-

tion, including dedicated staff and integrated systems, the airline has achieved a 10-fold reduction in resolution and response times to just three days. This has significantly boosted customer satisfaction for the airline, and also enables it to fully meet IATA regulations, which require commercial airlines to respond to all customer complaints within 28 days and within 9 days for loyalty card holders.



# 10x

faster claims  
resolution

## The Flexibility to Meet Fluctuating Claims Needs

While there is a direct correlation between passenger numbers and written claims, the

## Customer profile

The airline is a leading player on the worldwide market, flying nearly 50 million passengers annually to destinations in more than 90 countries. It employs over 100,000 staff globally, and has an annual turnover of more than 10 billion Euros.

Learn more about  
our solutions:



**SPS**   
Swiss Post Solutions

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airline had difficulty in responding consistently to customers due to the volatility and seasonality of the air travel industry. Service flexibility is particularly important during adverse events such as the Icelandic volcano ash cloud, where the airline needs to rapidly cancel large numbers of flights. On such occasions, claims numbers per day can quadruple and, if not resolved quickly, bring about yet further complaints of delays and non-responsiveness. SPS's outsourced claims management solution provides the airline with the resource flexibility to effectively digitize and process 1,000 written claims per day during peak periods, for example during strikes or harsh weather conditions. This ensures that customer concerns are rapidly attended to at all times, giving the airline a distinct edge over the competition.

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**1,000**  
claims per day processed  
during peak activity

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### Optimizing Cost per Claim

The service flexibility and centralization of claims management processes provided by the new SPS solution has brought significant cost advantages for the airline. The outsourced service with per-claim pricing model has increased the airline's business agility by significantly reducing its fixed costs, and also allows the airline to manage short term cycles in a much more cost efficient way. In addition, thanks to SPS's optimized processes, fully-integrated technology, and dedicated team of claims specialists, administrators, and analysts, the airline has reduced its cost per processed claim by an estimated 50%.



**50%**  
estimated cost reduction  
per claim processing

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### Fully Integrated, Multi-channel, Multilingual, Worldwide Claims Processing Service

The SPS service handles claims across the globe on a centralized platform, and processes them through three strategic regional processing centers located on-, near-, and off-shore. Customer claims are mostly hand-written and sent to the airline in an unstructured format – with numerous attachments such as receipts and other supporting documentation – and in a variety of languages. SPS's multi-lingual teams digitize, analyze, and categorize claims received in more than 20 languages, while ensuring strict compliance with airline regulations regarding complaints categorization. All information is scanned and captured in a specific claim file on specially-developed off-line software, which connects every night with the airline's CRM system, triggering automatic claims management processes within the airline according to the type of claim. The next morning, customer-facing airline employees have access to fully-replicated details of the physical claim, and up-

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**20+**  
languages enable  
worldwide claims delivery

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to-date information on its status. This has resulted in enhanced customer communications, minimized claims management times, improved visibility, and increased customer loyalty.

### Why Swiss Post Solutions

The airline chose an outsourced solution from SPS over competing solutions from XEROX due to SPS's ability to deliver a multi-lingual, multi-located, truly global service. Having worked with SPS for 15 years, the airline recently concluded a new 5-year deal to further optimize its claims processes.