

STAY CONNECTED TO YOUR PASSENGERS

Omnichannel cloud communications to keep you connected to your passengers

POSITIONING PAPER

SITA





AN EVOLVING WORK PLACE

Amidst this COVID-19 (Coronavirus) environment, businesses and governments alike are increasingly mandating that their people work from home; and are shifting work to employees in less affected regions to maintain business continuity and handle large swings in communication loads. In this global pandemic, airports and airlines seemingly are not exempt – with thousands of employees serving passengers from home, respectively.

In this dynamic environment, it's unclear when things will revert to some semblance of “normalcy” and employees will return to their physical offices. As a result, we envision continued social distancing and a prolonged “work from home” environment – at least for a good part of this year. The digital workplace will become the new norm.

Despite social distancing, we still need to work closely, as a team. And keeping the industry moving and responding quickly to customer demands, requires that we share our ideas and plans in real-time. If we can't do that face-to-face, we need tools to bring us together with voice, video and digital collaboration spaces. In the digital workplace we all now find ourselves in, we need that more than ever – on short notice, at scale, and around the world. Things such as SITA's voice and cloud omnichannel contact center solution enable these new ways of working for the air transport industry.

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SITA IS POWERING A CLOUD-BASED AIRPORT ENVIRONMENT

The future of airports is digitization. Paramount to real-time collaboration at scale, and around the world is an expeditious move to a cloud-based environment.

Airports and airlines who can quickly embrace cloud to unleash innovation, collaboration and business value across multi-channel customer touch points will reap the benefits afforded by loyal passengers. Those that don't, won't.

Making that promise a reality is why SITA is the leading provider of integrated omnichannel communications in the ATI - in fact, we created the first global network for the industry.

SITA offers ATI specific voice and cloud omnichannel contact center solutions as a one-stop shop, with an integrated service and support model from one team with end-to-end SLAs. Our services are currently running in 300 locations and in 42 customer contact centers. Because we are solely dedicated to the ATI, our customers can rely on the 99% guaranteed availability on our network with global data centers and as well as 24/7/365 network operations monitoring.

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Agile in nature and easy to deploy anywhere around the globe, these omnichannel communication solutions enable airports and airlines to deliver the following benefits:

- **KEEP YOUR WORKFORCE SAFE**

Health concerns are top of mind for employees and passengers alike. Your employees are your brand's face to your customers and are your best – or worst – brand ambassadors. The airports and airlines who will win in the future will be the ones who demonstrate concern and care for the #1 asset – their employees.

Not to mention, you can't effectively run your business without a healthy workforce. After all, how can you ensure business continuity if your most valuable asset - your people - are not well?

- **EMPOWER YOUR DISTRIBUTED WORK FORCE**

In addition to keeping your workforce safe, you need to empower them with necessary tools to connect with each other – and your customers – from anywhere, on any device with mobile, collaborative tools.

At the end of the day, passengers just want airports and airlines to provide relevant information that will help them manage their expectations and empower them to make the informed decisions about their journey. For that to happen, your team needs to have the proper tools.

- **KEEP YOU CLOSE TO YOUR PASSENGERS**

Service disruptions make it more important than ever to stay close to your passengers – but also much harder to achieve. The status of flights change unpredictably and often. Vast numbers of passengers need to be reassured and empowered with timely and accurate information. Those passengers will want to reach you by voice or digitally, and you must be able to broadcast to them as the situation develops. This makes the everyday customer management challenge far more acute – with dramatic spikes in volume that demand an agile and resilient communication infrastructure.

Disruption is inevitable. This is not the first time the ATI has experienced disruption. And it certainly won't be the last. While our industry is hard-pressed right now, it has a proven track record of rising to challenges by innovating in how it operates and serves its customers, and by making the most of the latest technologies.


The ATI must be prepared for an evolving workplace – in both periods of expansion and contraction. Timely, relevant and proactive passenger information delivered via mobile devices is now the expectation, regardless of whether there is disruption or not.





SITA Omnichannel Services are an advanced range of communications solutions available in the cloud, enabling airports and airlines to operate cost effectively and with agility across the organization - whether at headquarters or in the smallest remote outstation. It is a fully managed,


end-to-end solution that provides the flexibility to adapt to an evolving workplace as well as an increased demand for seamless communication. It's offered through a wide range of multi-media solutions, including:

SMART CALL COLLECTION 

Mass-disruptions drive huge spikes in call volumes, so smart call collection is vital

Load balancing intelligently across call centers and quickly adapting capacity to need are key to managing sudden peaks


SITA's call collection solutions provide burstable capacity and global reach with 'on-the-fly' configurable intelligent call routing and load balancing via an online administration GUI

MANAGED VOICE PORTAL 

Collecting the call is futile if the call centers cannot cope. Automation can stem the tide

Interactive Voice Response can cut the number of calls needing a human response. With text-to-speech our network IVR can answer simple queries and route other calls efficiently


SITA offers a cloud-based IVR on a pay-per-use model, large capacity, easy integration and GUI portal for 'live' changes

CLOUD CONTACT CENTER 

Working from home can be a challenge for call centers, but also creates new opportunity






Home based agents can work flexibly, offering extra capacity when needed while reducing the need for travel and office space

SITA offers a one-stop-shop contact center in the cloud, with full collaboration features and a light footprint browser-based client. Easy to adopt, it can be up and running in a few days

SMS BROADCAST 

In good times and difficult times, passengers need personalized information

For flight status, changes, bag info, disruption alerts etc – and all direct to their mobile device

SITA can enable automated, personalized information push to passengers. Lower costs with increased satisfaction and loyalty

VIDEO CONFERENCING 

Video conferencing is easier than ever with enhanced connectivity and affordable video-ready hardware

It enables flexible working and enhances collaboration across departments while cutting travel and at-office costs/impacts


SITA video conferencing is an effective response to today's need for emergency remote working, but also helps deliver **environmentally sustainable and cost effective operations for the long term**

MICROSOFT TEAMS INTEGRATION 

Remote collaboration goes far beyond conversation. It brings all aspects of our digital workspace together, online

Technologies such as Microsoft Teams and Office 365 provide video and audio conferencing, chat, document sharing etc. for effective multi-channel online teams

SITA integrates MS Teams, Office 365 and leading conferencing solutions from Cisco and others for **truly effective, distributed teamwork**

EVENT CONFERENCING 

At times like these your workforce must speak and act as one

Situations develop fast, and you need to communicate quickly and effectively to large groups across locations and timezones

Event conferencing is designed to handle rich communication with large populations via audio, video, webcast and webinars

Event conferencing from SITA can deliver a secure, well-managed online conference for **up to 20,000 participants**



SITA AT A GLANCE

Easy air travel every step of the way.

- Through information and communications technology, we help to make the end-to-end journey easier for passengers – from pre-travel, check-in and baggage processing, to boarding, border control and inflight connectivity.
- We work with about 400 air transport industry members and 2,800 customers in over 200 countries and territories. Almost every airline and airport in the world does business with SITA.
- Our customers include airlines, airports, GDSs and governments.
- Created and owned 100% by the industry, SITA is the community's dedicated partner for IT and communications, uniquely able to respond to community needs and issues.
- We innovate and develop collaboratively with our air transport customers, industry bodies and partners. Our portfolio and strategic direction are driven by the community, through the SITA Board and Council, comprising air transport industry members the world over.
- We provide services over the world's most extensive communications network. It's the vital asset that keeps the global air transport industry connected.
- With a customer service team of over 2,000 people around the world, we invest significantly in achieving best-in-class customer service, providing 24/7 integrated local and global support for our services.
- Our annual Air Transport and Passenger IT Insights reports for airlines, airports and passengers are industry-renowned, as is our Baggage IT Insights report.
- In 2018, we had consolidated revenues of US\$ 1.7 billion.

For further information, please visit www.sita.aero



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