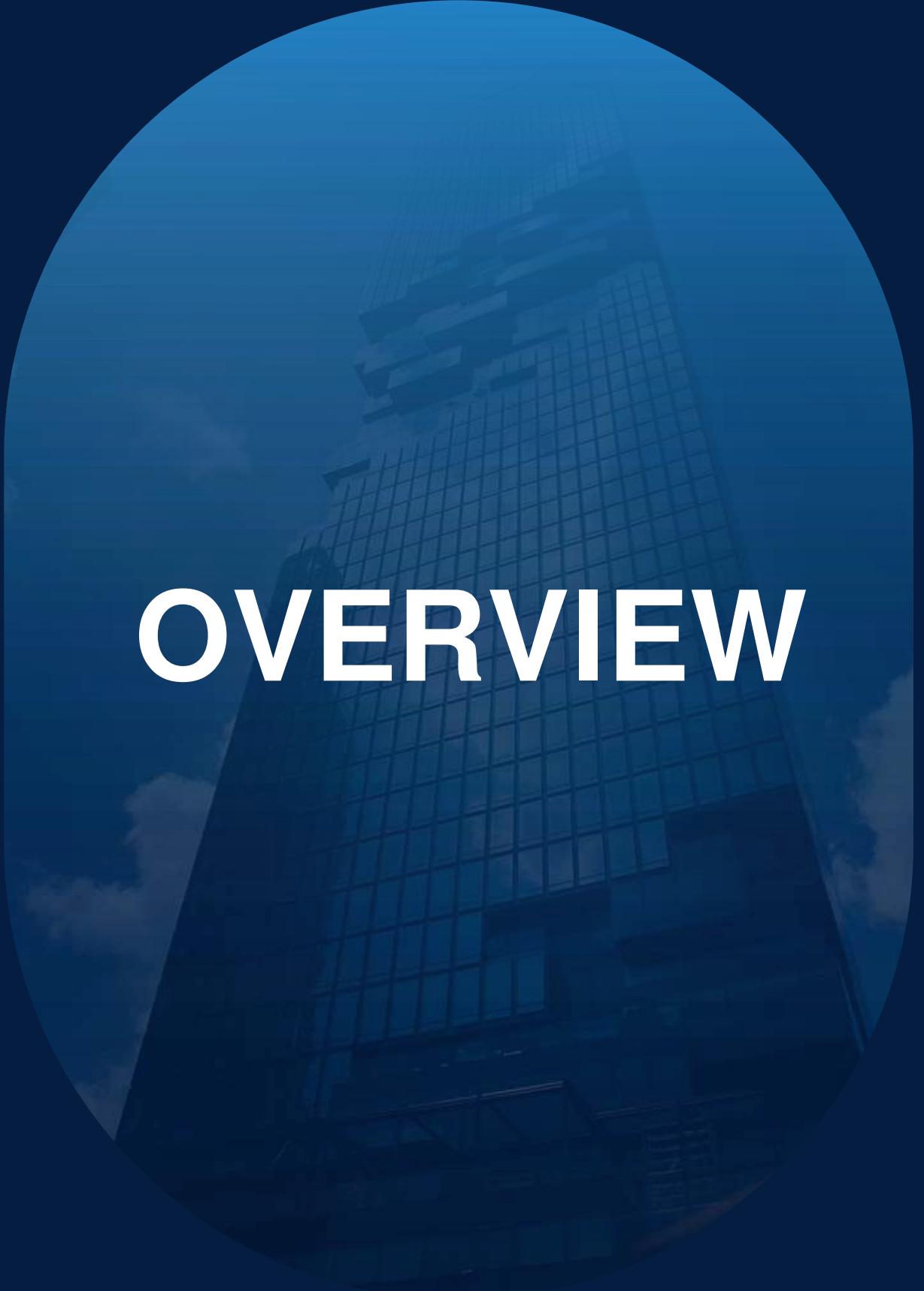# ASIAN AIRLINES

INBOUND CUSTOMER CARE PROJECT

OVERVIEW

01
Description of Process

02
Company info & highlights about working of client

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Procedure to apply / steps involve in procedure

04
Conditions / Requirements

01 DESCRIPTION OF PROCESS

About the work, this project involves handling complaints and queries of the customer's, specifically focusing on airlines customer care. It requires solving customer concerns efficiently and maintaining high service standards. The process type is dedicated to airlines customer care, and the setup will have a seating capacity of 13, with a payout of $2,500 SGD Per Shift / Per Agent. This totals a monthly payout of $75,000 SGD for all 10 seats including 30 agents (3 shifts).Team Leader per each shift $3000 SGD will get per month And QA per shift per month will get $3500 SGD.

The office requirements include a facility with at least 30 seats capacity, 24-hour work permissions, and the ability to accommodate the project's operational needs. Additionally, all necessary technical equipment for the project will be provided by the client.

The financial details of the project are as follows: the project expense cost will be Rs. 1,50,000/- INR for 10 seats, and payouts made exclusively via bank transfers.

CLIENT INFO & HIGHLIGHTS ABOUT WORKING OF CLIENT

Asian Airlines are focused on being the airline customers flying, the airline

employees want to work for and the airline shareholders want to invest in.

01 World's most comprehensive global route network, including world-class International gateways to Asia and Australia, Latin America, Africa and the Middle East with non-stop or one-stop service from virtually anywhere in the Asia.

02 A modern fleet which is the most fuel-efficient among Asian network carriers (when adjusted for cabin size)

03 Industry-leading loyalty program that provides more opportunities to earn and redeem miles worldwide

CLIENT INFO & HIGHLIGHTS ABOUT WORKING OF CLIENT

02

4 Optimal hub locations, including hubs in the four largest cities in the Asia

▶ 40 Destinations (Airports served)

▶ 15 Domestic destinations (Airports served)

▶ 24 International destinations (Airports served)

▶ 12 Countries Served

▶ 300 Daily Departures

▶ 600 Million Passengers in 2024

03 PROCEDURE TO APPLY / STEPS INVOLVE IN PROCEDURE

Documents Required:

- ▶ **Company Profile**
- ▶ **Company Resgistration Proof**
- ▶ **Company Certificate of Incorporation**
- ▶ **Company Pancard**
- ▶ **Director's KYC Documents**
- ▶ **Passport Copy / Passport Size Photo**

PROCEDURE TO APPLY / STEPS INVOLVE IN PROCEDURE

Company's and Center's VC or Meeting (Physical or Online):

VC (voice or video Conference or Physical meeting) between Centre and Our Company in which both of you would discuss a few topics like AHT, Hiring ,Training, Audit or Center Live etc, also the date of SLA. It is up to you that you
want to discuss these topics through VC or physical visit from client's office.

After VC then you will sign NDA (Semi SLA)

NDA

Whatever you and Our Company have decided about the terms, conditions and date of SLA in VC, all these would be written in NDA..

03 PROCEDURE TO APPLY / STEPS INVOLVE IN PROCEDURE

SLA:

Approval from Indian and Singapore Embassy, Licensing from ASIAN AIRLINES, Submission of all documents and approval from India and Singapore, after Approval of all paper, then SLA will take place, it takes 30 days time to get approval of all the documents from India and Singapore, After signing your SLA , the Company would give you advance payment within 5 - 10 working days. And training would start within 5 working days.

Advance Payment:

Our Company would give you advance payment to make your Center Live
within 7 days of SLA.

After SLA, Training, Hiring and Center Live all these would go on.

PROCEDURE TO APPLY / STEPS INVOLVE IN PROCEDURE

NOTE:

The process is of 1 month 30% Advance Payment. It Means Our Company is giving Advance of One Month to the center, But under our Company Responsibility then Company will decide and fix date like: Hiring ,Training , SLA (Service Legal Agreement) .

Training:

A trainer from Singapore will come to Center's Office to give on-site Training for 10 Working Days and make Center Live. (We will be there to support and help Center for Training in Easy way).

All the Expenses of towards the Trainer like: Travelling, Accommodation, etc will be borne by Our Company.

03 PROCEDURE TO APPLY / STEPS INVOLVE IN PROCEDURE

Center Live:

We will take care to maintain following services for three years and future renewal contract duration.

▶ AHT

▶ Quality

▶ Performance

▶ Attendance

▶ Technical issues

▶ Training to new agents and to run the center.

04

CONDITIONS / REQUIREMENTS

QS (QUALITY SCORE CARD):

Call center needs to hit 65% quality at least which includes Following parts to be followed .

- Script with Greetings
- CRM
- Attendance
- Customer Service
- Quality Parameters
- AHT
- Audit
- CMS

AHT (AVERAGE HOLDING TIME):

Maintain the AHT which is -60 Seconds to 2 Minutes as per the Parameters in which a Shift brief will be there of 15 minutes as the shift timing regards to server downtime or anything's regards to work schedule and on that time downtime AHT is not going to be counted of some calls it will be count only after call beyond the parameter of 2 Minutes as well but some call will be there below than 60 Seconds. We need to maintain average.

THRESH HOLD TIME:

Thresh Hold Time is and time which involves Absence of agent / ir-respective working timings (includes breaks, huddle etc.) then Abandon is depend on threshold time which is allowed as 3 secs which is going to be calculated on CMS (Client Management System) and 3 more seconds are allowed as leverage and on 7th Second call will be routed to some another call center.

QUALITY PARAMETERS:

100 % is the target but 65 % is the minimum that you need to hit the scores
- By maintaining the 1 minutes AHT
- 65% CSAT Score which is going be counted as per 3 parameters

CSAT Scores are those scores which are going to be generated after getting customer satisfaction scores given after the end of each call by below mentioned ways

▶ By Email
▶ By SMS
▶ By Call

QUALITY AUDIT

SPECIFICATIONS

10 % for Voice and Accent in which basic things will be calculated example " Voice should be Clear to listeners + 15% Enthuse (Sound Loud and Clear) + 30 % Customer Delight (At the end of the call 10 % customers says OK, Thank you. + if he/she Appreciate by himself then 20 % scores are goings to be counted) + and rest are of: "MTI - voice and accent, Vowels, Tone, Short Temper Etc

ATTENDANCE IS 70 % REQUIRED:

Call Center need to give a written email of the application to take a holiday / 1 CL (Casual Leave) + 1 SL (Sick Leave) is allowed for each agent in a month on 6 Working Days. Sunday will never be any allowed Holiday / Leave. Because of any Natural Disaster / Damage / Miss-happing or any government / Public Violence by which / because of what call center is not going to be perform/ Live or Work then MHGC will verify as per the application status, if it provide a genuine then holiday/leave will be approved other-wise a warning letter will be issued to call center.

CONNECT WITH US
AS SOON AS POSSIBLE