

bmibaby selects LeadCall for improved customer service & engagement

- Delivering timely leads to call centre boosts conversion rate by 25%

bmibaby, part of the bmi group, is a low cost airline operating over 750 return flights a week from four UK bases: Birmingham, Manchester, East Midlands, and Cardiff to 30 European destinations.

The low cost airline market is intensely competitive and price sensitive - minor pricing changes can cause huge fluctuations in customer demand. To grow its market share, bmibaby planned to deliver a customer experience that would promote customer loyalty. The key challenge they faced was how to deliver a great experience, and increase revenue, without increasing operating costs.

bmibaby wanted a technology partner who were experts in delivering software solutions that would fit seamlessly into their existing sales process, and at the same time deliver real-time "hot" leads (from online visitors) and significantly increase revenue.

successfully developed and implemented, tailored precisely to bmibaby's requirements.

Steve Lawton, Commercial Director at LeadCall explains: **"Using our industry know-how and experience, we quickly understood bmibaby's business needs, put the plan in place, and implemented a timely and effective lead generation solution."**

Innovation and results

In just six months, LeadCall has delivered outstanding results for bmibaby. Its dedicated team of developers and Account Managers have developed and introduced innovative solutions, including the market-leading internet lost sales recovery tool, *Abandoned Booking Solution*. This important system means for the first time they can identify and immediately contact customers that enter a flight into their online basket, but then fail to checkout.

The results so far have been impressive. We are currently delivering a conversion rate in excess of 25%, generating incremental revenue for bmibaby and an enhanced experience for their customers.

More importantly, for an organisation operating in the budget travel sector, LeadCall delivered these recovered sales without increasing operating costs, as the follow-up calls are made while the agents would otherwise be waiting for their next inbound call.

"Results have been impressive: conversion rate 25+%, extra incremental revenue, improved customer experience"

Following a four-week trial process, bmibaby selected LeadCall to be their chosen technology partner.

Melissa Sharpe, bmibaby sales & reservations manager says: **"We've worked closely with the LeadCall team, who have shown a great deal of professionalism and experience, to deliver a successful online-to-offline customer experience."**

In just 5 weeks, the bmibaby solution was up and running. The LeadCall combined e-business/telephony service was

**Contact LeadCall on:
08000 776 078 or
www.leadcall.co.uk**

