



## bmi sees tangible service benefits of the new web-to-call centre lead delivery system

Constant improvement of customer service and customer interaction is a key goal for most customer facing B2C organisations. Looking for new ways to achieve this and exploit new technology, bmi discovered that Leadcall's system could contact online customers who had 'dropped' off their website with a timely and helpful call.

bmi is the second largest airline at London Heathrow, one of the world's busiest and best-connected international airports. From its Heathrow hub it operates services in the UK, Europe, the Middle East, Central Asia and Africa.

### The Situation

When someone is looking to buy a flight they need all their questions answered quickly, otherwise the opportunity might be lost. Evidence shows if customer service agents can actually speak to customers seconds after them leaving a website, the interaction and good will generated is invaluable.

bmi research has shown that customers are extremely grateful to receive a prompt callback from a well-informed agent. Feedback has been positive, with customers posting comments on travel discussion blogs online, praising the first-rate customer service provided by bmi. In the past, bmi was utilising inbound calls, while web drop-offs weren't proactively being followed up. The company was generating web analytics to show drop-offs, but did not have the systems in place to action them.

### The Solution

Now, using Leadcall's combined e-business and telephony service, they are proactively helping customers make a booking. The Leadcall system delivers not just customer service benefits, but it is generating significant revenue from otherwise lost sales - a double whammy. Importantly, for an organisation operating in the travel sector, Leadcall is achieving these benefits without increasing operating costs, as the follow-up calls are made whilst agents would otherwise be waiting for their next inbound call.

bmi is committed to superior customer service levels and the Leadcall system helps us to achieve this. Not only is it easy to implement and slots into our existing business processes, but, since going live following a successful trial, Leadcall consistently delivers great results.

**Barbara Hunter,**  
bmi General Manager

bmi are a great partner to work with. Implementation of the Leadcall solution was straightforward and the sales agents have embraced the technology and this is reflected in the sales conversions and customer feedback.

**Steve Lawton,**  
Sales Director of Leadcall