



bmibaby see major improvements in customer service & engagement through Leadcall

The Company

bmibaby, part of the bmi group, is a low cost airline operating over 750 return flights 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, bmi baby 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.

The Solution

bmibaby turned to Leadcall to provide a software solution that would fit into their existing sales process, and at the same time deliver realtime "hot" leads from online visitors, to significantly increase revenue.

The unique Leadcall software can effectively monitor the activity of online visitors to bmibaby's website. When a customer begins to enter their details for an online transaction, they may be faced with technical errors, are confused or unsure of something or have simply found a better option elsewhere, and therefore decide to "abandon" the transaction. Leadcall has the ability to capture this customers contact information as they enter it, along with their transaction specifications.

This information is then relayed to bmibaby's customer service centre, where an agent will have the ability to contact the customer directly by phone within seconds, to offer their assistance or help.

"We've worked closely with the Leadcall team, who have shown a great deal of professionalism and experience, to deliver a successful and tailored online to offline customer experience."

Melissa Sharpe,
bmi baby Sales &
Reservations Manager

The Results

Following a successful four week trial process of the Leadcall software, bmibaby decided to fully integrate the solution into its operations. Leadcall effectively developed and implemented a system, tailored precisely to bmibaby's requirements, and in just six months, Leadcall has delivered outstanding results for the company, with bmibaby delivering conversion rates in excess of 25%, generating incremental revenue and an enhanced customer service experience.

What is even more impressive is the fact that Leadcall provides the opportunity to recover abandoned sales without increasing bmibaby's operating costs, as the call backs are strategically placed in a queuing system, until an agent is available. Leadcall is careful and considerate in making sure that its callbacks do not interfere with regular call centre operations, as the system is programmed to recognise that all standard customer service calls have complete priority over Leadcall call backs.

