

CASE
STUDY

PROVIDENT

Stobart Air 



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ABOUT STOBART AIR

Stobart Air is led by a passionate, highly experienced team with deep knowledge of and expertise in the aviation industry.

Headquarters: Dublin, Ireland

Founded: 1970

Website: www.stobartair.com



Stobart Air's story begins nearly fifty years ago. In 1970, with a small fleet of BN-2 Islanders, James Coen and Ralph Langan began operating reliable, value-for-money flights for the one thousand inhabitants of Inishmore, a small island off Ireland's wild and windswept west coast.

Today, Stobart Air is one of Europe's leading franchise, ACMI and charter aviation specialists. Every week, we operate up to 940 flights across 43 routes in 11 European countries with our Franchise Partners Aer Lingus and Flybe, including flights from Dublin, Cork, Shannon, Donegal and Kerry.



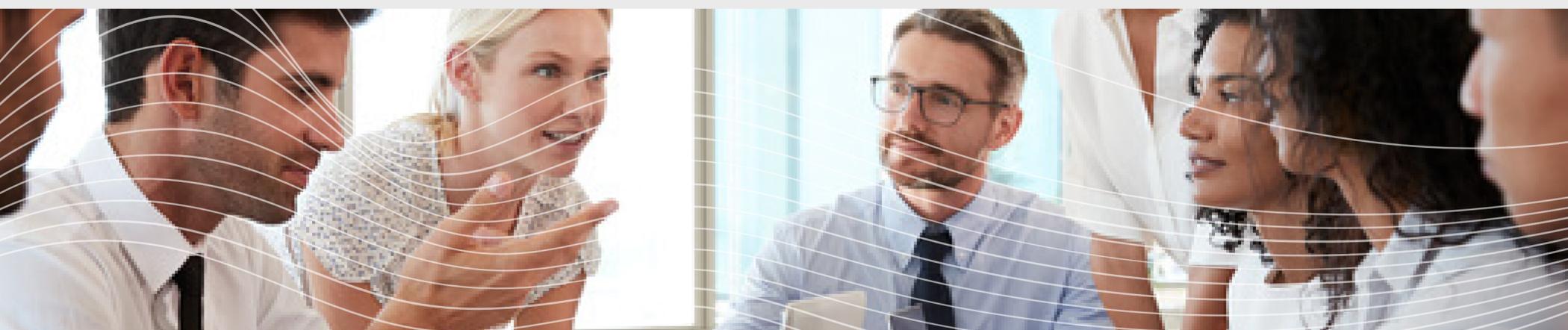
CHALLENGE

Customer complaint handling was originally handled by Stobart Air franchise partners designated teams. It was decided to bring customer relations in-house. Stobart Air needed a system that could record complaints and be able to report to relevant departments on expenditure or what passengers are complaining about so that they could make the required changes. For example, if they were getting complaints about how people were handled at the airport, they could report on this to the Ground Staff and detail the specific issues that had been raised in the complaints.

Stobart Air were relying on their franchise partners to provide them with relevant information but they were inaccurate. The franchise partners weren't capturing the data that was required and their flights were also mixed into the data which meant that time had to be spent narrowing their data down to just the flights that Stobart Air were concerned with.

SOLUTION

ProvidentCRM built a solution for Stobart Air that would allow case management, flight management, customer management and KPI tracking. Cases need to be able to be created from e-mail, from web forms or manual creation. There also needed to be the ability to import both flight and case data with complex duplication checks to ensure data quality. Numerous reports were built to assist with KPI measurements. Stobart Air needed to have a 360-degree view of their customer and be able to split out general complaints from EU regulation complaints. This solution also needed to work with mobile devices.





RESULTS

SugarCRM has made Stobart Air more efficient and solved the issue with reporting. Stobart Air had an initial list of reports that they had to be able to generate and grew the requirements from that list. The initial project was to be kept quite basic and as time has gone on, Stobart Air have increased the number of reports that they are able to generate. Stobart Air have been impressed with the speed that they are now able to answer and respond to complaints by having a system in place where the data is linked. This has enabled Stobart Air to have all the data that is required in one place. Whereas before, Stobart Air would have to access several different systems to get the data, there is now one place where they can see the full story. It has massively reduced the amount of time spent trying to find the correct data and Stobart Air feel this difference every day.

Stobart Air have had a lot of new people start at the business and as business got busier last year, other departments had to step in to help the Customer Relations team answer the complaints and everyone was able to adapt to the new system with minimal training. It's very user friendly. Any issues that Stobart have had, they've been able to contact ProvidentCRM to get fixes in place. These would be things that weren't necessarily working for Stobart Air or things that were slowing down productivity. Stobart Air have been able to easily adapt the system to make it as user friendly as possible and as processes change, SugarCRM is able to change with Stobart Air.

“ Brilliant. Not a single complaint. ProvidentCRM
are always at the end of the phone. ”



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WHY DID YOU CHOOSE SUGARCRM?

Stobart Air went out to Tender and looked at a number of systems. SugarCRM was the one system that could link a number of elements all the others couldn't. Customer Relations is broken down to two elements, it is general complaints and regulation complaints. In order for Stobart Air to be able to answer regulation complaints, they needed an extra step that none of the other CRMs could provide. Whereas the SugarCRM system that was proposed could provide the Flights solution which meant that they could use one system to respond to both types of complaints.

HOW HAS YOUR EXPERIENCE BEEN WITH PROVIDENT CRM?

"Brilliant. Not a single complaint. ProvidentCRM are always at the end of the phone. Any issues, we are very well looked after and everything has been rectified within the hour."



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