

DESIGNING THE INFORMATION JOURNEY: AN ENGAGING APPROACH TO GUIDE AN AIRLINE ORGANISATION IN ADEQUATE INFORMATION TRANSFER TO THEIR CONTACT CENTRE STAFF

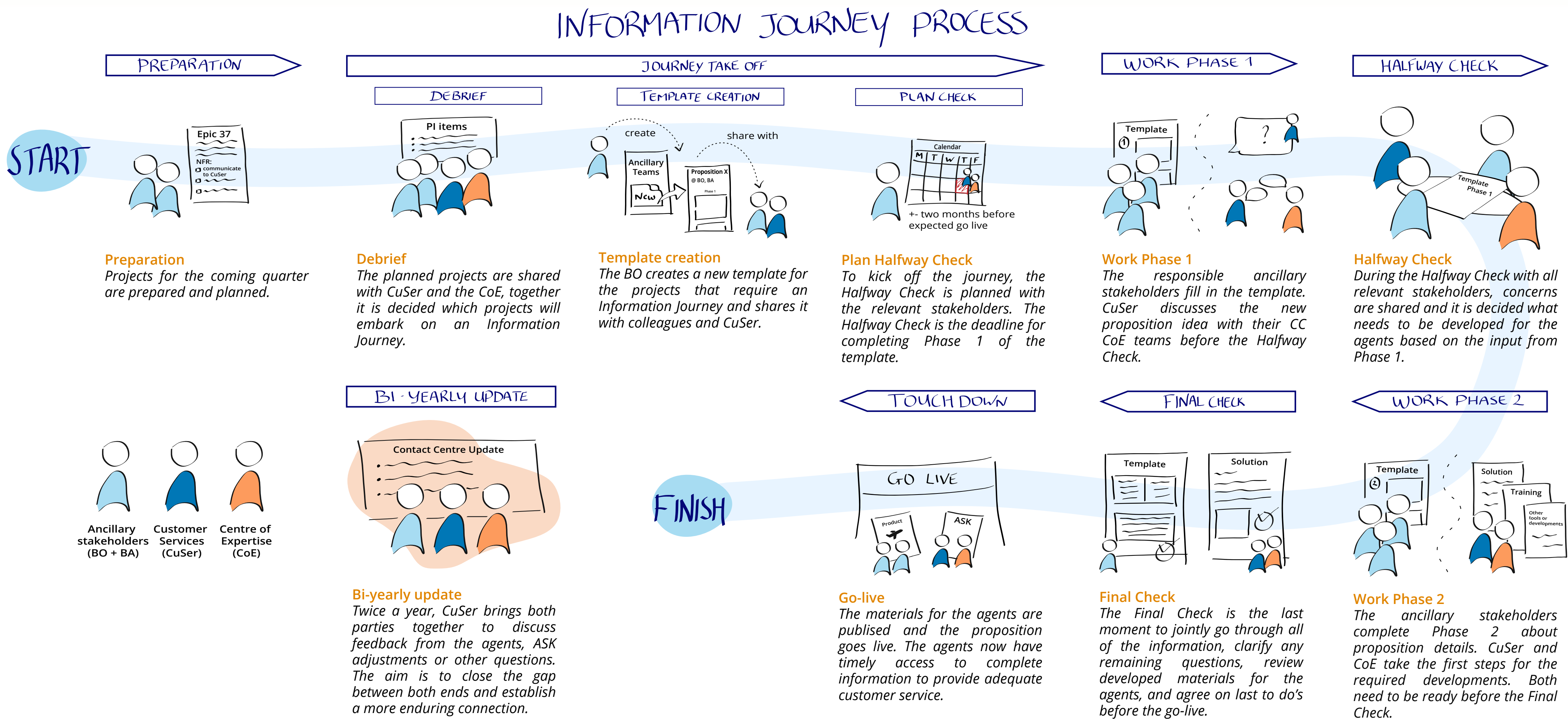
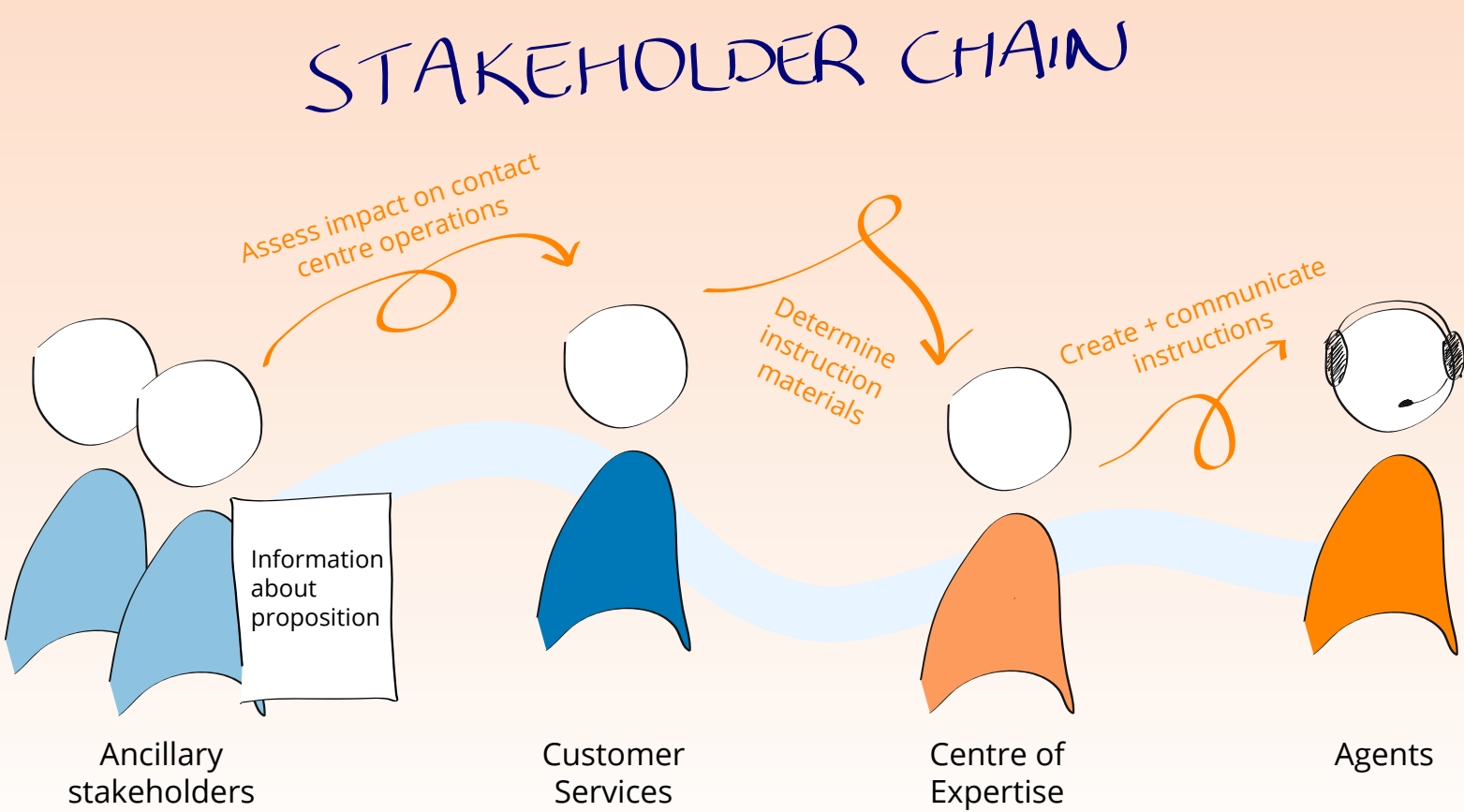
Even though digital self-service is becoming the norm, knowledgeable contact centre agents are now more important than ever for airline companies to ensure a seamless transition between the online and offline touchpoints. The agents rely on information that comes from the airline (i.e. Bluebird). However, the airline's provision of complete information on time currently falls short.

Scoping down to just the information about the airline's ancillary products, this information has to travel through an organisational chain of four stakeholders to get from the source (i.e. the ancillary stakeholders) to the final destination (i.e. the agent). It was found that this information flow did not make

use of any structured processes. This led to misalignment between the ancillary stakeholders, inconsistency, unclear responsibilities, and low engagement in the process. Hence, the goal was to create a new engaging approach to guide the ancillary stakeholders in an adequate information transfer process.

This design project resulted in the Information Journey concept, which includes a set of predefined process steps, a corresponding template, and an instruction manual. This concept provides Bluebird with a set of tools that ensure a well structured and consistent ancillary information flow towards the contact centre. The approach is flexible, reusable, and open for future iterations to make it worthwhile in the organisation.

- The process:**
- is linked to existing procedures
 - facilitates interactions and exchange of feedback
 - clarifies responsibilities and provides timeline
- The template:**
- includes guiding questions
 - describes the value and users of the information
 - provides positive reinforcement
- The manual:**
- provides detailed background information
 - contains suggested meeting agendas and tips to run an effective meeting



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Company An airline, referred to as 'Bluebird'