



Sun Country Airlines Enables Omnichannel Communication and Omnichannel Quality Management for Better Customer Service and Agent Empowerment

Background

Sun Country Airlines is an American airline company with more than 38 years of operations to more than 50 global destinations. The company also offers air freight carrier services, working with Amazon Air to transport Amazon packages around the country. Sun Country is a low-cost carrier that differentiates itself from other low-cost carriers by providing a better customer experience including things like in-flight entertainment, complimentary beverages, and world-class customer service.

Challenges

Sun Country Airlines experienced challenges with their previous contact center provider, Cisco. They experienced challenges with getting insight into their contact center operations and had to rely on pre-built reports or spend significant time building out their own reports. Sun Country Airlines also wanted to support more digital channels in an omnichannel desktop. They already had traditional channels like voice, email, and chat, but they were multichannel and all customer history was siloed. They also wanted to add social media as a support channel. Due to Sun Country Airlines' large range of services and multiple teams, they needed a more flexible way to allow different teams to access customer information. Finally, they needed omnichannel quality management to ensure high-quality customer service with every interaction on every channel.

Objectives



Omnichannel capabilities to include more digital channels



Omnichannel quality management for better agent training



Easy-to-use agent desktop to lower agent frustration



Real-time metrics and customizable wallboards for insights



Customizable workflows with more flexibility



Cloud-based platform for a fully remote workforce



On the Cisco platform, we had to rely on canned reports or we had to spend a lot of time building them out. They weren't that nice to work with. It took a lot of effort to clean up and they didn't provide data on all channels.



Solution

Sun Country Airlines searched for a solution that can support omnichannel communications while streamlining omnichannel quality management and reporting. After evaluating many vendors, Sun Country Airlines chose Bright Pattern to power their contact center. With Bright Pattern, Sun Country Airlines saw the partner they needed. A combination of a built-in AI-powered omnichannel quality management system, omnichannel capabilities, support for emerging digital channels, and an intuitive administrator dashboard convinced Sun Country Airlines to partner with Bright Pattern.



Bright Pattern's Omni QM and screen recording capabilities have helped us troubleshoot agent issues quickly and allowed us to get agents up-to-speed quickly.

Results

With Bright Pattern's Omni QM technology, Sun Country Airlines was able to gain more insight into their contact center operations and address issues as soon as they appear. Utilizing the Screen Recording feature of Omni QM, Sun Country Airlines can pinpoint exactly where they could improve their customer service, and quickly diagnose and troubleshoot agent issues.

Utilizing Bright Pattern's customizable dashboards and data reporting capabilities, Sun Country was able to build out use case-specific wallboards for easier data viewing and analysis without the time and effort that they needed when they were using Cisco Finesse.

Bright Pattern's ease-of-use and the intuitive platform helped lower agent frustration. Sun Country saw a significant decrease in average handling times and an increase in the percentage of calls handled. Managers were able to modify workflows on-the-fly without the need for assistance from professional IT staff. Finally, Sun Country Airlines was able to implement all of the channels they needed into one omnichannel journey.



Significant decrease in agent frustration



Significant decrease in average handle time



Increase in percentage of calls handled



Easier data reporting and data analytics



Unified channels in omnichannel desktop



Fast troubleshooting of technical issues



Bright Pattern's platform allowed us to manage call workflow easily. Call center managers are now able to customize workflows quickly to respond to the situation rather than having to rely on a whole team of IT and highly technical staff to do it for them.

