

AIR FRANCE TAKES EMPLOYEE COMMUNICATIONS TO NEW HEIGHTS IN THEIR CONTACT CENTER



Air France KLM



Services / Aviation



London, United Kingdom



80,000 (300 in call center)

BACKGROUND

Air France is one of the world's leading airlines, employing over 40,000 staff to meet the travel needs of 140,000 passengers every day. In 2018 it clocked up 85 years of air travel excellence, with no signs of stopping.

The company's London-based contact center plays a crucial role in the success of Air France. With 300 staff spread across two locations, this busy team handles thousands of enquiries each day from travelers around the world.

Staff are constantly attending to customer calls, making bookings, and flicking between different applications to find the information they need.

Georgina Grey has been Communications Officer with Air France for nearly 18 months. The responsibility of keeping all staff in this bustling contact center informed and engaged lies with her and her communication team.

KEY CHALLENGES

Effective communication with so many staff can be challenging at the best of times. But when Air France was planning a major office move and migration of IT systems, the stakes were raised and the demands higher.

As systems and processes were changing, important operational information needed to be conveyed to staff. But equally as important, staff morale and satisfaction needed to be maintained during and following this time of transition.

Georgina knew that Air France could not rely on email alone for these important communications and required a more modern approach – one that ensured essential information was actually read, and that employees were engaged with the change and the company throughout.

Better internal communications were essential to ensure Air France's employee engagement didn't hit turbulence.

SOLUTION

The goals for Georgina were to streamline communication, cut down on the use of email and complement the corporate intranet. To achieve these objectives, she introduced a range of Everbridge Engage channels – desktop tickers, wallpapers, lock screens and employee surveys.

Having this mix of channels allowed Georgina and her team to handle every communication need, from high-priority awareness to longer-term behavioral change.

Desktop tickers are designed for fast delivery and high visibility. They display scrolling text across the bottom of employees' computer screens, similar to newsfeeds. Importantly for Georgina, messages could also include hyperlinks to direct staff to their intranet for more details.

Wallpapers and lock screens are passive yet powerful tools. Their strong visuals and high repetition made them the perfect choice for Georgina to promote Air France's values, events and initiatives.

Staff surveys closed that all-important feedback loop, providing an easy way for staff to anonymously submit their feedback or suggestions – essential for building engagement.



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APPLICATION

Fast communication of operational updates and reminders were achieved through tickers. Broader promotional or social messages were communicated using wallpaper and lock screens.

Georgina summarized this by saying, "We tried to make it not just about corporate information. We're really focused on the people, on building a community and getting people more engaged."

The combination of channels was used to encourage staff to visit the intranet to read the latest updates (such as departmental results or health and wellbeing events), plus build interest and excitement around events (including that highlight of the office social calendar – the Christmas party!)

In addition, it was decided to make the tools more inclusive – extending the use out to more staff than before. Georgina explains: "Previous use was very much the management sending out business-related messages. Now we have extended this to supervisors as well, so it's not just top-down – we also have department-to-department messages."

RESULTS

In the first year of using Everbridge Engage tools, Georgina has been pleased with how they've helped her achieve her internal communication goals – both around the office move and more broadly.

Despite the unique challenges of a large, busy contact center, she has seen a real improvement in employee engagement. Staff are more invested in things that are happening in the company and are making greater use of the intranet. "[Everbridge Engage] really complements our internal intranet", believes Georgina.

Because many of their communications are visual, wallpapers and lock screens are especially effective. Georgina enthuses that lock screen is her favorite tool. She believes that it captures staff attention because, "they can't 'X' it away [or in other words, they are forced to view it before they log in]. If we're promoting an event, the wallpaper and lock screen are much more effective".

For the communications team at Air France, introducing Everbridge Engage has been instrumental in driving employee engagement – in turn supporting their wider business goals.

The SnapComms company and solution portfolio have been acquired by Everbridge.

"We've seen a real improvement in employee engagement. It's definitely given a lift to internal comms in our contact center."

GEORGINA GREY,
Communications Officer, Air France



ABOUT EVERBRIDGE

Everbridge, Inc. (NASDAQ: EVBG) is the global leader in critical event management and enterprise safety software applications that automate and accelerate an organization's operational response to critical events in order to keep people safe and businesses running. Everbridge is based in Boston and Los Angeles with additional offices in Lansing, San Francisco, Beijing, Kolkata, London, Oslo, Singapore, Stockholm and New Zealand.



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