

Full Back Office process for Premium Airline Client

Client Profile

One of the fastest growing airlines in the World & has received more than 250 international awards for excellence since its launch. Katalyst provides back office support to its client for their frequent flier program

Project Brief / Requirements

- A structured approach to transition ensuring that all the requirements are addressed upfront, and documented, to avoid any
- risk associated with the migration process, and also during operations.
- A commitment to provide the highest quality of service at competitive prices, providing over 50% cost savings.
- Complete transparency into all processes, enabled by web-based reporting and 100% screen capture.
- A dual key-stroke approach to transaction processing, ensuring more than 99.95% accuracy is achieved.
- An in-house developed application, with all the business rules built-in, as per client's specification.
- A very high IT and data security, ensuring complete confidentiality of the data on the form.
- State-of-the-art scalable technology and Infrastructure designed to grow with our partners.
- The Katalyst team developed a technology solution that could reduce error rates substantially and automate manual tasks in the as-is process. Key features of the 100% in-house developed technology solution:
 - Design of screens to improve productivity levels and significantly reduce turnaround time.
 - Intelligent identification and reporting of errors on the screen.
 - Use of drop down menus to reduce data entry workload.
 - Automation in quality control through randomized selection of forms.

Our Approach

Some of the salient points of the implementation phase included

- Stringent focus on quality recruitment and training (All our Transaction Processing Associates are College educated with IT skills and have up to 1 year experience in Data Entry work).
- Rigorous Operations and Quality Control processes with focus on key performance indicators (KPI's). The client had KPI of
- 100 forms, per employee/per day.
- Close co-ordination and working relationship with our client for training and quality calibration.
- The first batch was trained by the client's team on basic Airline terminology and processes.
- Performance metrics/incentives were aligned with the objective of maximizing productivity.
- Setting up of complete technology infrastructure including the custom reports, FTP protocols & web based online reporting.

The Results

- The client KPI was around 100 forms. Katalyst has not only exceeded the KPI by processing 130-135 forms, but also
- Maintained the accuracy levels of >99.95%.
- A Dual Key Stroke approach to data capture.