

The Customer Experience:

CHAMP's new Global Operations Center

Ed Copenhaver, *Director Global Service Delivery*

Good service is not just about serving the customer quickly and effectively, but about being proactive to meet the future needs of the customer. This is as much about having the internal processes in meeting the challenges head-on as it is listening to infer what may be more important down the pipeline. CHAMP Cargospot customers have enjoyed a 24/7/365 expert helpdesk, however CHAMP's ambitions to further improve its quality of service has led to a more in-depth look in areas that we believe can improve the customer experience within our valued community. That's why CHAMP has invested and transformed its Service Desk to a new 24/7/365 Global Operations Center (GOC) for its Cargospot solution with this special focus in mind.

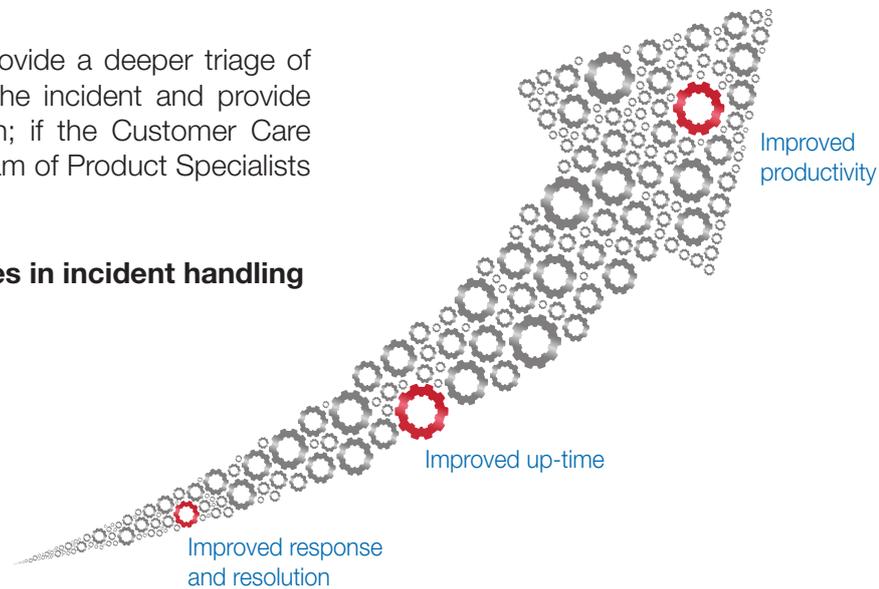
Spanning 2 key locations in Manila (Philippines) and London (UK) catering for all customers globally, the GOC will manage all Incident, Request, Problem and Service Management tasks beginning with our Cargospot Portfolio. Over time, CHAMP will evaluate adding further products into the Center. The GOC will work in the two locations as a single function. Further, with the addition of Level 2 Product Specialists, we are seeing significant improvements in incident response and resolution times.

The Customer Care Analysts will be able to provide a deeper triage of incoming incidents, to take full ownership of the incident and provide timely updates on status through to resolution; if the Customer Care Analyst cannot resolve the issue, the Level 2 team of Product Specialists will be on hand to assist and resolve.

Greater communication = better experiences in incident handling

Like any industry operating around the clock, 7 days a week - stakeholders in the air cargo industry experience incidents during the weekend. In order to achieve operational excellence across the entire supply chain, it is important to address and resolve any incident in the quickest possible way. As such, CHAMP has transformed its traditional Service Desk into a truly global center for operational services. Customers can report incidents 24/7 and get feedback within the usual response times, which avoids unnecessary stress, time delays, and undocumented escalations potentially resulting in duplication of work.

Since every ticket will go through the GOC, incident management and root cause investigations through Problem Management will be followed. This effective recording and documentation in the system, will lead to much greater visibility – internally within CHAMP, but also externally for our clients. The benefits from the



enhanced visibility are plentiful. Customers can check the status by simply logging into Service Now to be assured that the resolution of their incident is making progress. For CHAMP, this will most likely mean fewer status check phone calls, enabling the GOC team to focus their efforts on resolving any bugs and limiting your downtime. Having all incidents properly recorded in a single system will also generate benefits from a business intelligence point of view, helping CHAMP reduce the re-occurrence of any bugs in future releases.

So, how is this helpful? This means all CHAMP customers will have access to the same around the clock coverage. Some customers may have built up informal contacts over several years with the means to resolve issues (perhaps a special relationship with a developer or technician that you know). That's not necessary any longer with Customer Care Analysts that will work as Incident Managers responsible for the resolution of your issue. Furthermore, the crucial Product Specialist team will be working inside the GOC to keep the task moving – refining the process for quicker turnaround.

As your service provider, we will learn far more about global user experiences of our products through analysis and trending of Service Now data if the GOC is contacted *each and every time*.



Background

With upgraded technology, processes, and communication practices - CHAMP is able to evaluate every process to peak efficiency. This sees demonstrative results for not only the customer, but allows CHAMP to update its solutions and innovate more quickly in a digitized world.

Cargospot is just the first step for CHAMP; there is plenty more to come and we hope that you appreciate the steps we are taking in the Continual Improvement Program to expand the service to other solutions. We will bring you more exciting updates on a regular basis to keep you aware of each step of the Program and how this will help you and your business.

If you have any queries in relation to this or further communications, please drop an email to our dedicated mailbox at service.comms@champ.aero.

If you have any service requests, please be sure to log them into the GOC at www.champ.aero/support.