CASE STUDY

Saved over $200 million in costs while improving customer satisfaction at a leading global airline.

OUTPERFORMA

Challenge

- A major airline had to get over $200 million in costs out to sustain profitability in a post 9/11 environment where demand was extroadinarily low.

Solution

- We helped engineer a portfolio of techology and process projects that transformed the airport experience and operations above and below wing.

Results

- The airline was able to save over $200 million in supplier & labor costs while simultaneously improving customer satisfaction.

Profit Improvement Initiative

Background
- In a post 9/11 environment, airlines were struggling to get costs out to better align with the dramatically reduced demand profiles. We helped accelerate deployment and expanded the scope to include a full airport transformation both above wing and below wing.

Challenge
- To get costs out of the Airport Customer Service division, the airlines largest employee unit, we had to find a way to get labor and supplier costs reduced by over $200 million.

Solution
- We helped design a full transformation that leveraged emerging technologies (i.e, kiosks, RFID for baggage tracking, automated zone boarding, irregular operations reservations support, advanced ticket re-issuing engines) and created new roles in the airport by bringing ticket agents out from the ticket counter out into the lobby to assist with passenger check-ins. We helped lead a temporary PMO with over 16 Project Managers driving over 30 projects.

Results
- This transformation resulted in a new, industry leading airport model where we were able to leverage a $30 million technology investment to get over $200 million in labor and supplier costs out – while simultaneously improving customer satisfaction for the lobby experience.

Labor and supplier costs reduced:

$200 million

About OUTPERFORMA Consulting Group:
- We help senior leaders in the airline and aerospace industry to achieve transformational growth and productivity.
- We leverage our deep industry experience using proven best practices, extensive business analytics, and collaboration to drive transformative results.

OUTPERFORMA CONSULTING GROUP