



TRANSPORTATION

NEED: A decrease in costs and customer response time, a means to ensure rapid problem resolution.

SOLUTION: TelAlert cut telephone connection charges by sending multiple messages in a single dial-up connection to Southwest's paging service providers. And, in the year following the TelAlert implementation, SWA received the lowest number of customer complaints of any major US airline.



"Every minute our reservation system or website is down means dissatisfied customers and lost revenue."

- Chris Pluta
Systems Analyst at
Dallas Headquarters
Southwest Airlines

Southwest's Faster Problem Solving

TelAlert customer Southwest Airlines' home-grown paging system was generating both automated messages, triggered when a trouble ticket was entered into Help Desk, and manual messages, initiated by staff.

When SWA ran into reliability problems and needed a surefire means to send actionable alerts, they published their requirements - a wireless messaging solution capable of handling both automated and manual messages, compatible with the company's existing hardware and software.

SWA, known for its customer service record, estimates that after implementing TelAlert, the solution paid for itself in less than three months - reducing revenue losses caused by downtime in the reservation system and Web booking system.

For Southwest, this was critical to maintaining its position in an extremely competitive industry.



TelAlert is the only mission-critical alert management system that reaches beyond IT to serve the entire organization. Our solutions address every organization where interruptions in essential business functions must be managed promptly in a systematic and planned way to avoid or eliminate negative impacts. TelAlert's 25 years of leadership in this field and its established customer base across all industries and government sectors offers a mature and state of the art solution to meet the needs of its customers.