



Southwest Airlines increases uptime to keep systems soaring



Customer Profile:

Southwest Airlines is dedicated to the highest quality of customer service delivered with warmth, friendliness, individual pride and company spirit.

Problem:

To maintain their high standards of customer service, the airline wanted to ensure their website and reservations systems are always up and running.

Solution:

TelAlert Intelligent Notification technology now helps the airlines by quickly and automatically notifying staff that can help when system lag.

Benefit:

TelAlert has helped Southwest ensure uptime and has saved money as well, paying for itself in less than three months.

Southwest Airlines has found a way to keep systems humming smoothly, avoiding network interruptions and saving money.

Reliability is key in transportation and logistics

For nearly 40 years, Southwest Airlines has promoted an environment that gives their customers the freedom to roam. They pride themselves on providing low fares, outstanding customer service and a smooth reservation process—and they do all this with warmth, friendliness, individual pride and company spirit.

Maintaining this level of customer service can be difficult when network interruptions cause website delays or reservations system crashes. To guard against such delays, Southwest Airlines has put protection into place to avoid network downtime, system failures and IT interruptions.

The Problem: How to keep critical systems up and running at all times

The airline industry is extremely competitive, and the team at Southwest Airlines knows that these days, it's more important than ever to maintain good customer relations by offering the best service possible. To keep systems running smoothly and to maintain their competitive edge, they need a messaging solution capable of handling both automated and manual alerts.

According to Chris Pluta, a systems analyst at Southwest Airlines, Dallas Headquarters, "Every minute our reservation system or website is down means dissatisfied customers

and lost revenue." His team needed a reliable way to alert the staff with the skills and experience to fix issues, no matter where they were when the issue happened. As the company was already well-established, any new alerting solution had to be compatible and easily integrated with existing hardware and software.

The Solution: TelAlert IT alerting and notification

Southwest Airlines chose TelAlert® Intelligent Notification™ technology to provide fast, reliable and automatic response to network delays and interruptions. TelAlert provides automated notifications, customized remote management and interactive voice response to ensure security and effective communications throughout the Southwest Airlines network. The system was up and running soon as TelAlert integrated seamlessly with their existing software and hardware.

Along with increasing uptime, TelAlert actually cut telephone connection charges by sending multiple messages in a single dial-up connection to Southwest Airline's paging service providers. Once implemented, TelAlert rapidly reduced revenue losses caused by downtime in the reservation and website booking systems, and in the year following the implementation of TelAlert, Southwest Airlines received the lowest number of customer complaints of any major US airline.



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—Chris Pluta,
systems analyst,
Southwest Airlines,
Dallas headquarters

Benefits Southwest Airlines has reaped from TelAlert:

- **Decreasing time to resolve issues** – Person-by-person or group-by-group escalation strategies minimize the time it takes to locate someone who can resolve issues. This helps keep the airline’s systems running smoothly.
- **Tracking and reporting alerts** – Provides closed-loop communication with detailed reporting of who received alerts, when, and with what responses. This feedback loop is useful for continuous process improvement for Southwest Airlines.
- **Rapid integration with existing ITSM software** – TelAlert was easily integrated with existing systems as it works out-of-the-box with leading ITSM platforms from HP, IBM®, Microsoft® and BMC, and can integrate with additional platforms with the TelAlert Enterprise Service Bus (ESB).
- **Contact various devices on any carrier** – IT leaders at Southwest Airlines can now reach personnel on any number of devices regardless of what carrier they’re on, including mobile phones, landlines, pagers and emails. Schedules can be set to contact different devices depending on the day and time.

The bottom line

TelAlert paid for itself in less than three months by minimizing downtime and providing faster problem-solving solutions for both automated and manual messages entered into Southwest Airline’s help desk.

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