

# Case Study

Delivering positive customer experiences  
through a cloud-based contact centre solution

## The client

### A global business aviation company founded in 2004.

The client has been on a journey to revolutionise the business aviation industry by introducing a ground-breaking approach to flying: providing access to a worldwide fleet of private jets without the burden of aircraft ownership.

The client aims to deliver exceptional service to its customers, maintaining customer loyalty and happiness, and therefore appealing to new customers by recommendation. They also focus on empowering their customer-facing teams by using next generation solutions with the relevant AI, insights, and data analytics tools to best serve their customers.

# Global fleet

of 350+ private business jets

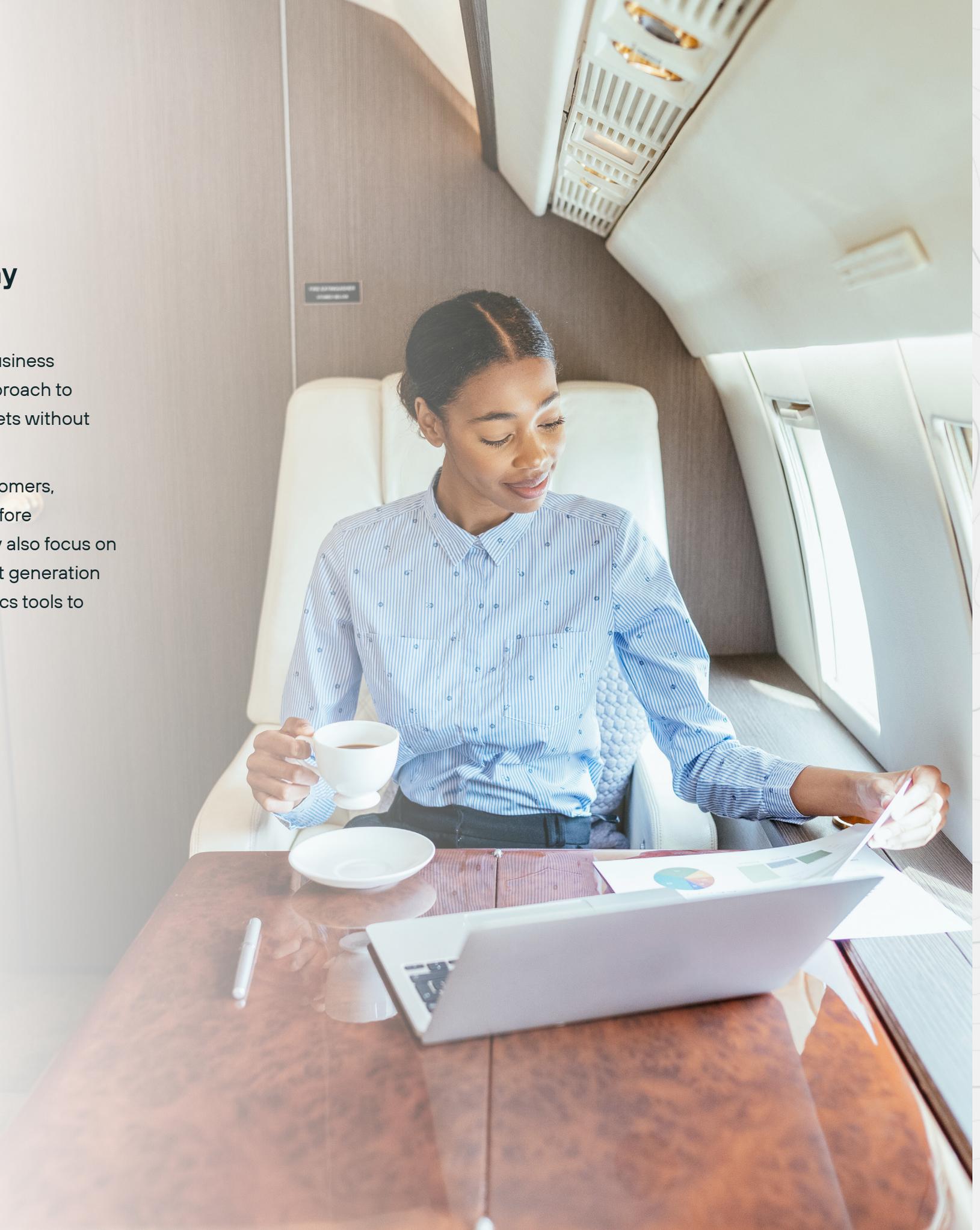
96% 187

of the world

countries

---

Client Story: Transport



# The challenge

The client's four main goals are to be ensuring every service they provide is 'Simple, Efficient, Reliable and Global', and their technology requirements are no different. However, as their rate of acquisition continued to grow, so did the complexity of their infrastructure. With multiple organisations running disparate solutions, built around different ways of working, the client was experiencing challenges delivering consistent experiences to its customers globally.

Therefore, the client was looking for a cloud-based Contact Centre solution that offers flexibility, seamlessly integrates into their existing business systems, and drives positive business change.

The solution needed to be simple and agile but also easily managed by one single partner with the relevant expertise and experience to deliver on the client's desired outcomes, which included:



## Customer experience

Delivering an exceptional experience for their customers by giving them a reliable, intuitive and streamlined method of communication through Intelligent Call Routing.



## Global reach

Benefiting from a unified communication platform to integrate all of their acquisitions now, and in the future, ensuring customers receive a consistent experience wherever they are.



## Visibility

Empowering their teams with comprehensive reporting and management tools for a better understanding of their customers' journeys.



## Automation

Automating repetitive tasks through integration with their CRM Salesforce, allowing their teams to save time and focus on core responsibilities.

## The solution

Natilik proposed a comprehensive solution consisting of Cisco Webex Contact Centre and Webex Calling, integrated with Salesforce CRM.

With all core functionality provided by a single vendor, this solution would consolidate the client's calling, meeting and contact centre estate into a unified platform accessible to all agents. Through the integration of an omni-channel approach, the platform brings together customer interactions from voice, email, and chat into a centralised hub. Moreover, it is equipped with customer journey analytics and analytics-driven routing capabilities, empowering the client with advanced insights and improved system performance.

To enable global call routing across all the client's entities and sites, Natilik deployed the Webex Calling platform as a separate project, complementing the routing of calls to agents using the proposed One Stream Network (OSN) SIP services.

Finally, Natilik provided a Cisco Contact Centre licensing agreement based on concurrent usage, granting a single pane of glass and administration for all licensing needs.





## Project steps



### 01. Design

Natilik held a series of workshops and showcase sessions with client stakeholders to understand the unique needs of each department within the client's organisation regarding contact centre voice routing. Using this information, Natilik provided the client with a clearly defined and documented roadmap and migration plan, incorporating key deliverables.



### 02. Transition

When deploying and delivering the solution to the client, Natilik provided full time Engineering and Project Management services.



### 03. Manage

Natilik's 24x7 Managed Service wrap provides the client with a single point of contact for all support related activities. A qualified Service Delivery Manager ("SDM") has been allocated for any incidents, escalations, or queries. Through regular engagement, the Natilik team will work to continually develop the service provided and meet the client's service management requirements.



### 04. Success

A bespoke success plan was created to ensure the client attains the true value of its chosen solutions. Natilik delivered an extensive blended training package globally to all those involved in the integration, ensuring increased adoption, reduced service desk requests and above all, increased customer satisfaction and transition to the new technology.

## The outcome

The client now has access to a reliable platform which provides enhanced visibility through comprehensive reporting and CRM logging. The platform offers valuable management information, including insights into missed calls, empowering the client to make informed decisions.

The solution achieves global reach by unifying communication across all of the client's business units and brands. This integration ensures a consistent and seamless customer experience, regardless of their location worldwide.

Additionally, Natilik's platform provides exceptional resilience with a design that eliminates single points of failure, enhancing the reliability and availability of the system. Moreover, the intelligent call routing engine allows for flexible call flows, ranging from simple call steering to more complex data-driven intelligent routing, self-service, and conversational IVR.

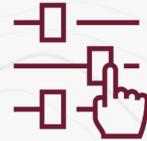


## Three project outcomes



### Smooth transition

As a current user of the Webex App for on-premise calling, the client was able to easily move to a cloud Contact Centre, with minimal impact to the current user experience.



### Easy to use

The client can continue to leverage the existing single pane of glass that they use for management with the addition of new capabilities to create enhanced customer experiences.



### Innovation

The client's supervisors and managers can easily control the environment without IT intervention whilst allowing a high level of customisation which will be the foundation for future innovation.

## Contact us

---

[hello@natilik.com](mailto:hello@natilik.com)

[natilik.com](https://natilik.com)

**London Office**  
9A Devonshire Square  
London  
EC2M 4YN  
United Kingdom  
  
+44 203 597 8000

**New York Office**  
2 Park Avenue,  
20th Floor  
New York, NY10016  
United States  
  
+1 646 766 8600

**Sydney Office**  
Level 63  
25 Martin Place  
Sydney 2000, NSW  
Australia  
  
+61 2 8294 5500

