

YOUR CONTACT CENTER NOW AND IN THE FUTURE



AS AVIATION TURNS ITS ATTENTION TO RECOVERY, **SITA AND GENESYS** ARE WORKING IN PARTNERSHIP TO DELIVER NEW OMNICHANNEL SERVICES THAT WILL ALLOW AIRLINES, AIRPORTS, AND GROUND HANDLERS TO TRANSFORM THEIR PASSENGERS' JOURNEY WITH FULLY INTEGRATED INNOVATIVE OMNICHANNEL CLOUD SERVICES.

SITA, the leading IT provider to the air transport industry, and Genesys, a global leader in cloud customer experience and contact center solutions, are a perfect combination to deliver the best services to your passengers.

The future of airports is digitization. Paramount to real-time collaboration at scale and around the world is an expeditious move to a cloud-based environment.

Airports and airlines that can quickly embrace the cloud to unleash innovation, collaboration, and business value across multi-channel customer touchpoints will reap the benefits afforded by loyal passengers.



ENHANCING OUR OFFERING

SITA has been offering innovative contact center technologies to the ATI for several years and now supports some of the world's largest airlines and airports. SITA has been moving its omnichannel services progressively to the cloud, and COVID-19 has accelerated that.

The partnership with Genesys brings the world's leading cloud-contact center platform to the aviation industry – while seamlessly integrating it with SITA's existing communications and applications business. Together, they will help customers overcome the limitations of inflexible, legacy contact center technology to transform their business entirely.

New omnichannel services expand the way the industry can interact with customers across any channel – in real-time, on-demand, and seamlessly while leveraging cloud capabilities, mobility, and social media. They meet passenger expectations to communicate in whatever way they choose, whether in the home or hotel or “en-route” via their mobiles. They enable the industry to respond using effective distributed and collaborative workforces, utilizing remote agents unable to be in a physical call center.

Add to the mix intelligent services such as chatbots, and the game changes further. Driven by automated artificial intelligence (AI), these bots respond immediately to recognized passenger requests.

“CHANGING CALL CENTER TECHNOLOGY CAN BE CONFUSING, COMPLEX, AND RISKY. BY PARTNERING WITH GENESYS, SITA CAN HELP CUSTOMERS LEAVE THEIR AGING, INFLEXIBLE SYSTEMS BEHIND WITH A PROVEN, PRESCRIPTIVE APPROACH THAT REDUCES RISK, SIMPLIFIES THE COMPLICATED, AND DELIVERS VALUE FASTER.”

MARTIN SMILLIE, VP COMMUNICATIONS & DATA EXCHANGE PORTFOLIO, SITA

ADDRESSING PASSENGER NEEDS

Built on the next-generation Genesys Cloud platform, SITA Omnichannel Contact Services (SITA OCS) addresses the needs of the entire passenger journey, enabling seamless, secure, and cost-effective customer experiences.

SITA OCS, combined with other SITA solutions at the airport and on-board, enables a low-touch communication environment for passengers and staff.

The web-based agent desktop allows staff to work wherever and however the situation demands while still handling passenger interactions via the SITA OCS solution.

Genesys brings unparalleled reliability, experience and breadth of offering in the omnichannel cloud market. The flexible platform also means that SITA can integrate directly with a range of air transport-specific applications like baggage management or departure control.

Your contact center is integral to your customer experience and your business success.

Yet, when you must meet rising customer expectations and manage existing contact center operations, your success hinges on having the right partner.

ABOUT GENESYS

Every year, Genesys® delivers more than 70 billion remarkable customer experiences for organizations in over 100 countries. Through the power of the cloud and AI, its technology connects every customer moment across marketing, sales and service on any channel, while also improving employee experiences. Genesys pioneered Experience as a ServiceSM so organizations of any size can provide true personalization at scale, interact with empathy, and foster customer trust and loyalty. This is enabled by Genesys Cloud™, an all-in-one solution and a leading public cloud contact center platform, designed for rapid innovation, scalability and flexibility.

Visit www.genesys.com

LEARN MORE BY VISITING:

www.sita.aero/omnichannelcontactservices
or contacting us at ocs@sit.aero

“SITA IS A KEY PARTNER FOR US IN THIS MARKET, COMBINING ITS OWN GENESYS CERTIFIED PROFESSIONALS WITH A WEALTH OF IT INTEGRATION SKILLS WHICH CAN CONNECT OUR PLATFORM TO A RANGE OF INDUSTRY APPLICATIONS. THIS EXPERIENCE AND INDUSTRY-SPECIFIC FOCUS ALLOWS SITA TO TAILOR OUR PLATFORM FOR AIRLINES AND AIRPORTS.”

BAS DIEPEN, VICE PRESIDENT ALLIANCES & CHANNELS EMEA, GENESYS



SITA AT A GLANCE

Easy and safe travel every step of the way.

- Through information and communications technology, we help to make the end-to-end journey easier for passengers – from pre-travel, check-in and baggage processing, to boarding, border control and inflight connectivity.
- We work with over 400 air transport industry members and 2,500 customers in over 200 countries and territories. Almost every airline and airport in the world does business with SITA.
- Our customers include airlines, airports, ground handlers, aircraft, air navigation service providers, and governments.
- Created and owned 100% by air transport, SITA is the community's dedicated partner for IT and communications, uniquely able to respond to community needs and issues.
- We innovate and develop collaboratively with our air transport customers, industry bodies and partners. Our portfolio and strategic direction are driven by the community, through the SITA Board and Council, comprising air transport industry members the world over.
- We provide services over the world's most extensive communications network. It's the vital asset that keeps the global air transport industry connected.
- With a customer service team of over 2,000 people around the world, we invest significantly in achieving best-in-class customer service, providing 24/7 integrated local and global support for our services.
- Our annual Air Transport and Passenger IT Insights reports for airlines, airports and passengers are industry-renowned, as is our Baggage IT Insights report.

For further information, please visit www.sita.aero



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