

## Press Release

### **Amadeus Call Centre Solution has enabled Air Mauritius to cut operational costs by 15% and length of calls by 40%**

*Madrid, 20 November, 2007:* Amadeus, a global leader in technology and distribution solutions for the travel and tourism industry, today announces that Air Mauritius, the flag carrier of the Republic of Mauritius, is the first airline to benefit from Amadeus Call Centre Solution. Air Mauritius successfully implemented the solution in January 2007 to concentrate all call centre activities in a single location. As a result, Air Mauritius has already realised operational cost savings by as much as 15% while providing first-class service to its customers.

Air Mauritius selected Amadeus Call Centre Solution for its fully integrated platform and its customisation possibilities. Its unique "Dynamic Desktop" and the integration of the airline's telephone system directly into Amadeus Selling Platform<sup>1</sup> allows the agent's workspace to switch automatically to a screen tailored to the caller's location, thus providing relevant content. As a result, sales agents can handle calls from multiple geographical markets, dynamically accessing both local and customer specific content and provide a truly multinational service.

Furthermore, Amadeus Call Centre Solution allows automatic recognition of caller and instant display of customer profiles and Passenger Name Record (PNR) history. With the integration of their frequent flyer database, Air Mauritius' agents have already reduced the length of the calls by 40%. They now offer an improved and differentiated service and serve their frequent flyer customers in a personalised way.

Customer service has been further enhanced by integrating third party websites directly into the agent's desktop, such as a baggage retrieval information service powered by SITA. Air

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<sup>1</sup> Amadeus Selling Platform is the first universal browser-based point of sale platform designed for travel professionals to increase revenues, work more efficiently and improve customer service.

Mauritius agents now have direct access to information relating to lost baggage which they can provide to their customers in an instant.

Sushil Baguant, Executive Vice President – Information Systems, Air Mauritius, commented: “It’s crucial for our agents to have the tools to respond quickly and efficiently when a customer contacts us. By having an integrated platform we can provide geo-relevant information about our customers and their individual needs to our agents in real-time. Increased automation of workflows and instant Passenger Name Record (PNR) creation mean we are both more efficient and able to reduce costs while delivering a better customer service.”

Claude Giafferri, Vice President, Managing Director Travel Office Products and Solutions, Amadeus said: “Travellers are seeking quicker and more informative experiences, online and from all direct channels. Travel distributors’ call centres are crucial within this customer contact mix. We have developed Amadeus Call Centre Solution to support them in their goals of cutting costs and using technology to deliver a faster and more complete customer experience.”

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### [Notes to the editors](#)

#### **Amadeus**

A world-leading technology and distribution solutions provider, Amadeus delivers unparalleled expertise to the travel and tourism industry, including leading-edge solutions that cover airlines’ unique business needs, independent of their size, business model or market reach.

Amadeus’ pioneering new-generation Customer Management Solution (CMS) portfolio, *Amadeus Altéa CMS*, serves network and regional carriers. The Altéa portfolio, based on a pioneering community platform concept, enables improved operational efficiency and increases revenue. The portfolio consists of the *Altéa Reservation*, *Altéa Inventory* and *Altéa Departure Control* solutions.

Low cost carriers also have a specific CMS for LCCs - based on adaptive technology and already used by carriers in Europe and the USA, which provides robust options that easily adjust to their evolving operational requirements.

Further complementing these integrated IT solutions is the *Amadeus e-Travel Airline Suite*. Over 70 of the world’s leading airlines use the Amadeus e-Travel Airline Suite to power over 250 websites in more than 80 markets.

Other standalone IT solutions include amongst others: *Amadeus Revenue Integrity* solution, *Amadeus Ticket Changer*, an automatic ticket reissue tool, and a full range of ticketing solutions; including e-ticket interlining and ground-handling management technology services.

More information about Amadeus' solutions for airlines is available at: [www.amadeus.com/airlines](http://www.amadeus.com/airlines).

**About Air Mauritius**

Air Mauritius is the national carrier of the Republic of Mauritius and its main objective is to provide air transport services for both passenger and cargo. It thus plays a key role in the sustainable development of tourism and also supports trade and industry in Mauritius.

Since its incorporation in 1967, the company has expanded its operations to operate today with a fleet consisting of 7 Airbus A340-300, 2 Airbus A319-100, 2 ATR-72 and 3 Bell Ranger helicopters and flying to 26 destinations with representations in 50 countries. It has a current work force of around 2,700 staff worldwide. For the financial year 2006/2007, Air Mauritius carried a total of 1.17 million passengers and 33.6 thousand tones of cargo.

Further information about Air Mauritius is available at: [www.airmauritius.com](http://www.airmauritius.com)

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