

Virgin Atlantic Airlines

THE XMU INFORMS AND ENTERTAINS CALLERS



Overview:

Britain's second largest long haul airline, Virgin Atlantic Airways, keeps customers informed and entertained with Interalia's XMU announcement and call processing system. The system creates and reinforces Virgin Atlantic's brand identity through the use of innovative product and marketing messages.

Problem:

Virgin Atlantic wanted to improve the experience of their on-hold callers, so they contacted Success On Hold (SOH) who installed an Interalia XMU for announcement and call processing.

Solution:

Success On Hold was instrumental in providing Virgin Atlantic with the Interalia XMU hardware and a tailored creative audio solution including: scripting support, quality recording and editing, access to music libraries and professional voice talent.

The XMU enables music and messages to be remotely downloaded from SOH's Chiswick studios, directly into an independent area of the XMU's memory. The music and messages are then played during caller queue and hold periods. Since SOH engineers can use the XMU's software programming facility to dial in and 'mix' the content as desired, they can rapidly edit the message or music content and create new product or marketing messages for Virgin Atlantic.

Naomi Broad, DM & Promotions Executive, Virgin Atlantic Airways says, "a consistency of voiceover artists promotes a more professional image; while the eight ports on the XMU allows messages to be tailored to meet our specific requirements - which can range from providing staff with information on travel benefits, to encouraging passengers' enrollment into Virgin Atlantic's frequent flyer program, flying club."

Before final recording and implementation, the creative team at SOH worked closely with Virgin Atlantic Marketing and Telecoms departments to ensure that style and image remained faithful to the Virgin Atlantic brand. Ongoing communication between the two companies continues to keep the project evolving with new services, and future marketing initiatives.

"The XMU played a key role in facilitating remote, flexible management of the solution while enabling the delivery of high quality audio over the telephone system. It was fundamental in the success of the project which has received positive feedback from Virgin Atlantic's customers."

**Frances Brookes - Sales Manager
Success On Hold**

Virgin Atlantic:

Since it was founded in 1984, Virgin Atlantic Airways has become Britain's second largest long haul air carrier serving the world's major cities.

Success On Hold:

Established in 1993, Success On Hold has become a pioneer in providing creative audio, and tailoring voice recordings for on-hold, in-queue and IVR applications. With two digital recording studios, SOH's creative audio teams blend scripting, music, sound effects and voice talent to provide imaginative and stimulating productions that reflect corporate brands, and enhance customer service.

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