



# Reaching New Heights With Avaya

Skypower, the UK’s premier provider of hot air balloon flights, invested in Avaya technology from Telefonix to help the business run smoothly and to ensure a high level of customer satisfaction

## Challenge

Rescheduling that needs to take place due to bad weather which results in many customers having to be contacted

## Solution

IP Office & compact call centre solved the issues

## Value Created

- Before they had the latest customer service solution from Avaya they would lose approximately 30% of their customer calls a day.
- Customers are happier
- Staff are happier as they don’t have to deal with as many disgruntled customers.

## Ballooning: Big Business

Hot air ballooning may seem like a lifestyle business, but that’s not the case for Phil Hossack, the founder and chief pilot of both Skypower and its retail arm Go Ballooning. Phil, an ex-championship pilot who represented Great Britain in the 1990s World Championship, formed Skypower over 20 years ago in Wiltshire, when commercial ballooning was still relatively new. Today Skypower, still based in Wiltshire, is a multimillion pound company providing and operating balloons for a number of large corporate and blue chip clients as well as providing innovative airborne solutions for product launches, film productions, concerts, stunts and more.

Its passenger ride operation, Go Ballooning, is one of the largest in the country with a large fleet of modern balloons flying from more than 100 launch sites throughout the UK offering thousands of customers the experience of a lifetime to “Go Ballooning”. These customers along with corporate clients such as Lloyds, New Holland, Thompson Local, BBC and Servo Electronics take advantage of the great advertising opportunities provided by hot air balloons as well as the thrill of the ride. It is important that Skypower’s staff have the right tools to serve customers quickly and professionally.

## Investing In Customer Service

To ensure a high level of customer service Skypower invests in highly qualified staff who are experienced in the fields of customer service, advertising and marketing, as well as considerable experience in the management and flying of hot air balloons both in the UK and internationally. To match the investment in staff Skypower also invests in technology to help the business run smoothly and to help ensure a high level of customer satisfaction. These investments result in a dynamic, proactive company that is continually creating experiences for corporate and non corporate customers, coupled with a great customer experience.

With weather being the main demand factor for Skypower’s business – but being out of their control - there is a lot of rescheduling that needs to take place which results in many customers having to be contacted. To help with this business challenge, Skypower uses Avaya IP Office. Avaya IP Office is a communications system that helps small businesses improve customer service while reducing costs and increasing productivity.

Running one of the largest hot air balloon companies in the UK, means Skypower and Go Ballooning schedules many thousands of passengers and flights annually

“ **Small businesses such as Skypower need affordable communications systems with features they can use to make a difference to their business and to their bottom line** ”

*Mike Kirby,  
Managing Director of Telefonix*

through both their online system and their customer service centre. Because of the volume of customers, it is crucial for the business to have a professional contact centre solution that manages call routing, shows the number of customers on hold and provides reporting, so that Phil and his team can manage staffing requirements effectively. To put this in place Phil turned to Telefonix is a Gold member of Avaya's BusinessPartner program and specialize in working with companies such as Skypower to recommend and implement IT and telephony solutions that really do deliver business value.

*"Before we had the latest customer service solution from Avaya we felt our customers were on hold for unacceptably long periods and their calls often required rerouting after they were answered. Our customers are important to us and we are pleased that call waiting times have been greatly reduced along with a substantial drop in the number of lost calls. The Avaya IP Office system by Telefonix has enabled us to answer customer calls promptly as*

*well as professionally and we are happy to report our business is soaring. Investing in Avaya IP Office when our company was in need has proven to be a very smart business decision, coupled with the backup and support of Telefonix who are as creative in telephony as we are in ballooning."* Phil Hossack, Managing Director of Skypower

*"Small businesses such as Skypower need affordable communications systems with features they can use to make a difference to their business and to their bottom line."* Mike Kirby, Managing Director of Telefonix

## Technologies Implemented

- Avaya IP Office IP406 with both digital and IP handsets
- 8 Port Voicemail Pro for call queuing and call recording
- Avaya Compact Contact Centre for 10 agents
- Contact Store for call recording

## APPLICATIONS

- VoiceMail Pro
- Avaya Compact Contact Centre
- Contact Store

## SYSTEMS

- Avaya IP Office

## Learn More

For more information on how Avaya Intelligent Communications can take your enterprise from where it is to where it needs to be, contact your Avaya Client Executive or a member of the Avaya Authorized BusinessPartner program, or visit **"Do Your Research"** at [www.avaya.com](http://www.avaya.com).

### ABOUT SKYPOWER

PSH Skypower Ltd and Go Ballooning are professional Civil Aviation Authority Licensed Hot Air Balloon Operators and Aerial Media Specialists. Further details about the company can be found at [www.skypower.co.uk](http://www.skypower.co.uk) and [www.goballooning.co.uk](http://www.goballooning.co.uk)

### ABOUT TELEFONIX

Telefonix is a Gold member of Avaya's BusinessPartner program who specialize in working with companies such as Skypower to recommend and implement IT and telephony solutions.

### ABOUT AVAYA

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness.

For more information please visit [www.avaya.com](http://www.avaya.com).

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*Phil Hossack, Managing Director of Skypower*