

# American Airlines

Airline increases productivity, service and savings



## Case Study

When American Airlines (AA) needed an offshore IT provider to help cut costs and optimize its IT investment, the airline tapped EDS, now HP, and its Transportation Global Industry Network, which includes the global competency centers in Latin America and India.



### Customer Profile:

American Airlines maintains a market share of approximately 18 percent with a network that spans North America, the Caribbean, Latin America, Europe and the Pacific. American has major connecting hubs at Dallas/Fort Worth, Chicago O'Hare, Miami, St. Louis and San Juan, Puerto Rico.

### Headquarters:

Fort Worth, Texas

### Employees:

94,000 total for AMR  
81,000 American Airlines  
13,000 American Eagle (AE)

### Fleet:

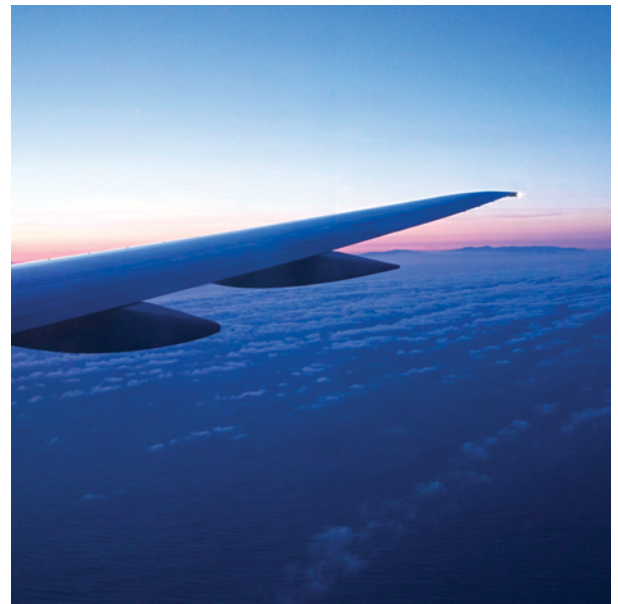
960 Aircraft for AA and AE combined

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HP customer case study: New applications and expanded Best Shore solutions enhanced capabilities and customer satisfaction while boosting savings

Industry:  
Transportation



### American Airlines wanted to boost productivity and cost savings

American Airlines is the world's largest airline, serving 250 cities across 40 countries. On any given day, American flies 270,000 passengers on 4,000 flights, while processing more than 239,000 reservations and handling more than 300,000 pieces of luggage. Managing these critical operations on a global level requires a robust technology environment with seamless IT support.

American entrusts this role to HP specialists who support the airline's core applications from HP global competency centers in Latin America and India. In an ongoing mission to optimize American's IT environment, HP has expanded its Argentina-based Best Shore solution into a comprehensive suite of services that goes beyond applications development, now encompassing design, testing and management as well.

## Customer solution at a glance

### HP Enterprise Services:

- Applications Development Services
- Applications Management Services
- Applications Modernization Services

Meanwhile, HP Best Shore in India is transforming the way American Airlines Cargo (AA Cargo) interacts with customers in its global freight delivery business, improving customer satisfaction and walk-up business at the same time.

### HP Best Shore enhanced and expanded IT in both retail and cargo spaces

In Argentina, HP added 30-plus offshore resources for new projects and to create a manual testing team, while growing its automated testing team by 15 resources.

HP Best Shore completed 74 new enhancement projects, which included extending the American Airlines Customer Relationship Network (AACoRN) to the international realm. The reservations system is currently operational in four domestic reservations offices, as well as Dublin, Ireland. HP is working to expand AACoRN to the Mexico, Caribbean and Latin America reservations offices. The leading-edge reservations system allows agents to sell more bookings faster through user-friendly, intuitive interfaces and greater functionality. AACoRN enforces compliance with corporate and regulatory requirements, speeds training and enhances reservations agent productivity.

In addition, HP integrated new features and applications into AACoRN such as BagFinder, a Web-enabled tool that ensures efficient and accurate baggage tracking with 98 percent of delayed bags delivered in less than five days of travel. BagFinder is operational in American Airlines baggage areas in airports worldwide.

HP also improved and automated the AACoRN application for Off Schedule Operations (OSO) to accommodate distressed passengers with flight schedule interruptions due to weather delays, cancellations or diverted flights. Now these passengers can contact the reservations centers where OSO-trained reservations agents can efficiently and accurately resolve the customer's itinerary, seat

selection, ticket reissue and baggage transfers for the newly scheduled flights. Customers can print new travel documents quickly and easily via AA.com or any American Airlines self-service kiosk, virtually eliminating the need to return to the airport ticket counter. Instead, passengers can immediately continue on to their destinations.

As part of AA Cargo's modernization efforts, HP Best Shore in India delivered an innovative Customs Display system that now lets customers track packages online and access customs information in real time. HP also implemented a new Credit Card Automation application that populates screens and consolidates 20 manual steps into just one. Today, AA Cargo employees can authorize credit cards and automatically generate airway bills simply by swiping a card.

### American transformed customer service, bumping up business and savings

As a result of HP's Best Shore solution in Argentina, American Airlines expanded and enhanced its core reservations system, integrated critical new functionality, and reaped operational cost savings that it can reinvest in continued IT optimization. American's AACoRN solution creates an environment where new hires are trained more efficiently and effectively. And because the solution can be accessed remotely, the airline can expand its home-based resources, creating business flexibility and additional employee work options.

Within its AA Cargo division, American's new Credit Card Automation application saves the airline \$20,000 a month and, along with the new Customs Display system, transforms AA Cargo's customer service experience. With online shipment tracking and speedy credit card authorization processes, AA Cargo is experiencing increased walk-up business, which ultimately means increased revenues and stronger customer retention.



## Technology for better business outcomes

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