

Creating a  
**Truly Digital Airline**



## Overview

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The customer is among the largest airlines in America, with a domestic route network covering over 100 destinations, and employing more than 20,000 people.

The business continues to focus heavily on creating a seamless experience for its customers, and thus consistently tops many rankings for quality of service, customer satisfaction, loyalty programs and more.

## Foundation

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- Digital Enterprise Security
- Digital Operations

## Business Objectives

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The customer was focused on providing superior travel experience and maintain a trusted relationship with their flyers.

The carrier aimed to reward their passengers' loyalty and confidence in the airline by providing end-to-end seamless, transparent and reliable services.

It wanted to adopt and upgrade digital interactions to gather insights and provide satisfying customer service.

# Challenges

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The customer struggled with a lack of accountability and ownership of issues. The absence of standardized Service Level Agreements (SLA) led to scattered prioritization of tasks and undefined, non-measurable standards.

A robust Identity and Access Management (IAM) system is the key to ensure secure and efficient operations. Continued IAM issues hampered passenger experience both on the ground and in the air. The non-existence of CMDB in the current environment increased the probability of delivering error-prone and time-consuming service.

The absence of top-down, organization-defined thresholds and monitoring processes led to unclear benchmarking and slacked performance measurement. It was challenging to ensure compliance and efficiency due to a lack of documentation and knowledge repository.

Continuous support, even in off business hours, was a major concern and challenge for the airline.

# Solution

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Zensar played a critical role in streamlining and defining the process for the customer and provided an optimized, simplified and consistently governed 24\*7\*365 monitoring support with automation tools.

Designated a SPOC for specific and defined KPI's and issues. This ensured accountability and real-time issue resolution to improve productivity.

Zensar designed a cutting edge zero-touch monitoring solution for a web tier app.

Ironed out the issues for the existing Identity and Access management system. Developed a knowledge management system by creating documentation, created extensive MOPs/SOPs and implemented best practices to ensure standardization and disciplined operations.

# Impact

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- **0% Downtime** of web tier app
- **60% Reduction** in business **application downtime**
- **95% Increase** in **reliability**
- **25% Reduction** in **net cost**
- **100% Automated** event management, monitoring and incident creation

Zensar's strong commitment to excellence and thought leadership capabilities for improving business outcomes and client value helped the airline deliver superior customer experiences.

# Key Highlights

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AIOps, zero-touch monitoring, automation tools, identity and access management, best practices

To find out more about how Zensar's Digital Foundation Services can help support your business's digital initiatives, please contact us at [Marketing@zensar.com](mailto:Marketing@zensar.com)

The Zensar logo features the word "zensar" in a bold, lowercase, sans-serif font. The letter "z" is significantly larger and more prominent than the other letters. The background of the slide includes a large, faint white graphic of a semi-circle divided into four quadrants by a vertical and a horizontal line, and a diagonal line extending from the bottom right towards the center.

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