

# UNITING THE CUSTOMER SERVICE FLOW FOR FLIGHT CREWS

With 75 bases throughout the world and 2000+ flight and support personnel, Solairus really needed to better integrate communication for their dispatch teams, so they chose Service Cloud where team members could view the progress made by other members on a case.

## THE IMPACT

- Centralization of crew and support staff communication to more efficiently coordinate flights for customers
- Email-to-case flows automatically convert customer emails into cases stored in Service Cloud for several collaborators to view



**SOLAIRUS**  
AVIATION

Solairus Aviation is a private aviation services company offering customized aircraft management and operation to suit your individual travel plans. It provides luxury private flights between its 75 bases across the world.

 <http://solairus.aero>

## THE CHALLENGE

It takes a lot of people to manage an aircraft, which requires a lot of communication. Solairus's dispatch team was struggling to track the communications of their dispatch team and their customers mainly using Microsoft Outlook. They needed a better way everyone could coordinate with one another to prepare each trip more efficiently and jointly.

## BUILDING OUR SOLUTION

We walked through the current processes, understanding each pain point. This helped us develop a specific email-to-case flow using Service Cloud that fit their business needs while better coordinating communication. We built a process that included automation, email-to-case flows, flagging, tracking, reports, and dashboards to fulfill this.

## OUTCOME

Crew members, customers, and support staff were finally able to better coordinate flights with Service Cloud. Customer emails are now automatically converted into cases that anyone with permission can open, making it easier than ever to view progress on a specific trip and serve the customer with more personal information. Team members can create reports from specific data points on a given account, contact, or case.

All dispatch communications are now centralized in Salesforce, streamlining the journey from the customer's first call to takeoff.