

# Aegis moving to an outcome-based pricing model

Client – A US-based low-cost airline; flies to 40+ destinations in the US, Bahamas, Caribbean Islands & Latin America with a combined fleet of 30 aircraft

## New Pricing Models

- Transaction-based process – billing by connect minutes
- Services offered – airline reservations/VAS
- 206 employees – product/process trained
- 4 million calls handled till date

- Mode change from transaction to outcome-based
- Aim to increase sales conversion by
  - Skill-based staffing
  - Six Sigma/process re-engineering
  - Business analytics – for forecasting volumes

## Aegis Benefits

- 14 per cent rise in revenues from client
- Sales per day for new hires from 4 to 7
- Lower attrition, flexibility

## Client Benefits

- Revenue growth by 33.1 per cent
- Sales conversion from 18 to 32 per cent
- Customer complaints down by 80 per cent
- 66 per cent reduction in refund claims

2008

2009

2010