

# Case Study - Aviation

## International airline rolls out Rostima to optimise workforce management processes

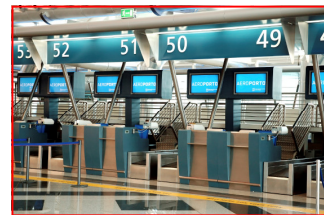
TACA Airlines flies to 22 countries and 39 international destinations in the Americas and more than 60 destinations within Central America, carrying more than three million passengers a year.



TACA approached Rostima to help them enhance the management of their workforce. They wanted to achieve improvements to customer service and a direct impact to the bottom line, while reducing administrative overheads in a highly dynamic environment. Rostima's DutyPlanner, Scheduler, and DutyManager tools were implemented first at the TACA Airlines headquarters in San Salvador, El Salvador, followed by San Jose in Costa Rica and Guatemala City in Guatemala. Future deployments are planned for all the company's airport operations starting with Miami in the USA.

### **Project Scope**

TACA were looking for a toolset to replace a number of in-house systems which had been devised to manage demand forecasting and staff scheduling. They recognised that these tools were not flexible enough to cope with a highly dynamic workplace, and were hindering them from meeting high customer service and operational standards.



As an airline, TACA face a number of challenges in organising and deploying their passenger service staff:

- flight schedules change on a frequent, often daily basis
- passenger check-in profiles vary by both destination and class
- passenger load ratios fluctuate significantly by season and destination

These factors contribute to highly variable customer flows at check-in. Coupled with other tasks in check-in and at the gate, a complex skill mix, and a range of staff contracts, TACA's managers found that they were often called upon to execute complex business decisions without having the right information available.



Without a tool to manage planning and staff deployment, maintaining corporate service standards was proving very difficult and led TACA to partner with Rostima to provide a tool to manage customer service staff.

Rene Diaz, TACA Director for Central America, said: ***"We evaluated a range of vendors and decided that Rostima had the best fit with our requirements. The Rostima suite provides the broad functionality, scalability and ease of use that we were looking for and the Rostima team are consummate professionals."***

## **Benefits**

San Salvador (SAL) was chosen by TACA as the initial pilot and rollout site. From SAL, TACA provides domestic and international services through the Americas. With approximately 350 flights per week, it is TACA's largest and most complex hub operation.

Working together, TACA and Rostima devised a solution which provided instant visibility of customer demand, and how to staff best to meet demand. This has allowed TACA to understand their business from both a long-term, strategic and day-to-day operational perspective.

A large part of the implementation was the development of Rostima's QueuePlanner module, which allowed TACA to forecast demand based on passenger loads, queue types, and corporate customer service standards.

The Rostima implementation aimed to provide an understanding of labour requirements, and generate cost effective rosters that would meet customer service standards while maximising efficiency. Data provided by TACA work studies was combined with an automated data flow from the flight information system to produce a flexible and dynamic overview of their operation. This in turn provided the basis for strategic optimisation of staff schedules as well as dynamic management of staff on the day of operation.

Realigning staff schedules to customer demand has delivered a number of benefits to TACA including:

- more efficient staff schedules
- reduced payroll costs
- improved customer service, including reduced queuing time for passengers at check-in
- automated daily duty assignment for staff based on individual competencies and preferences, the importance of the work, and travel time between job

## **Results**

The implementation of Rostima software has provided TACA Airlines with reduced staff costs, improved levels of customer service, improved working hours for staff, and improved staff planning leading to higher staff utilisation.