

CUSTOMER SUCCESS STORY:
EL AL

El Al's online services take off for 1.9 million customers with real-time application monitoring.



Customer Profile

Industry: Transportation
Company: El Al
Revenue: \$1.93 billion (2007)

Business Impact Summary

Business:

El Al is Israel's largest airline, with a fleet of 36 jets that transport around 1.9 million passengers and more than 150,000 tons of cargo each year to 40 destinations in Africa, Asia, Europe and North America.

Challenge:

With the airline business subject to fierce competition, El Al needs to offer superior services to attract and retain customers. To increase both customer choice and operational efficiency, El Al wanted to make greater use of its website, which meant safeguarding the performance of its underlying infrastructure and applications.

Solution:

With the CA Wily APM solution — CA Wily Introscope® and CA Wily Customer Experience Manager monitoring its online applications and transactions, El Al can identify faults before they impact staff or customers. As a result, application response times and availability have improved considerably as well as the end-user online experience.

Result:

El Al has been able to improve the online customer experience and expand the self-service offerings on its website, which has helped to enhance efficiency and cost control. The customer experience has been further enhanced by better availability of online applications that underpin baggage handling, crew scheduling and in-flight catering.



CA Customer Alliance Program



Business

Efficient and secure air travel

El Al is Israel's largest airline, with a fleet of 36 jets that transport around 1.9 million passengers and more than 150,000 tons of cargo each year to 40 destinations in Africa, Asia, Europe and North America.

Based at Ben-Gurion Airport in Tel-Aviv, the airline was established in 1948 and is widely recognised as the world's most secure airline. El Al has also been ranked by the International Air Transport Association as one of the world's three most efficient air carriers.

Although originally a government-owned initiative, El Al was transferred to private ownership in 2005. To increase the profitability of the company following this change in ownership, El Al devised its 2010 Strategic Plan.

This document sets out a range of improvements to the passenger experience, as well as goals for operational excellence, innovation and commercial initiatives. The plan has proved to be extremely effective, with revenues increasing by 16 percent from 2006 to 2007.

Challenge

Maximising the potential of the Web as a customer channel

The airline business is an increasingly competitive market, with expensive security measures, sky-rocketing fuel prices, and the influx of low-cost operators all creating significant challenges for El Al.

As part of the airline's strategic plan, the company decided to revamp its website in 2007 in order to capitalise on the advantages of greater automation. This involved implementing a Service Oriented Architecture to transform the website from an information resource to a transactional and ecommerce channel.

Itzik Cohen, Director of IT Infrastructure and Communications Services at El Al, comments, "With services such as ticket purchasing, passenger self-service check-in and seat allocation all to be delivered via the new website, we needed to ensure that our online systems would be highly available. Failure to safeguard the performance of the website could have impacted customer satisfaction and even resulted in lost sales."

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It is not only customer-facing services that rely upon El Al's online applications. The airline's intranet hosts systems used by staff for a number of critical day-to-day operations, such as aircraft maintenance and scheduling, crew assignment, luggage tracking and in-flight catering.

To achieve its online ambitions, El Al needed to integrate dozens of applications based on a wide range of legacy systems and UNIX and Microsoft Windows platforms.

"We needed a Web management solution that could work across this heterogeneous environment and monitor multiple applications. Any downtime impacting our online applications could have disastrous consequences to business continuity," comments Cohen.

Solution

Application monitoring enabling system optimisation

Following a benchmarking exercise involving a number of Web management tools, El Al opted to deploy the CA Wily APM solution comprised of CA Wily Introscope® and CA Wily Customer Experience Manager.

"It was important that the solution was reliable and did not require extensive configuration to achieve integration — CA's solutions were therefore ideal. We have been using CA Unicenter Network and Systems Management (NSM) for seven years to help manage our IT infrastructure, which we have been able to interface with the new solutions to provide seamless systems management."

CA Wily Introscope provides monitoring, testing and troubleshooting to ensure that El Al's .NET and Java-based online applications remain highly performing and available to both customers and staff, while CA Wily Customer Experience Manager enables El Al to monitor the activity of individual online user transactions on a business process level.

"The CA Wily solutions provide real, relevant metrics and raise alarms to alert us to performance issues before they impact users," comments Cohen. "The CA Wily solutions have enabled us to clear bottlenecks and uncover deep-rooted bugs that we were previously unaware of. We could see these improvements within just a fortnight of implementation — and the technology has minimal capacity requirements."

By analysing the metrics captured by CA Wily Introscope and CA Wily Customer Experience Manager and identifying trends, El Al has been able to streamline its business processes without having to invest in additional technology. At the same, by monitoring each online transaction, El Al can ensure its applications are performing at optimal level and integrating seamlessly.

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Results

A better experience for online customers

With the CA Wily APM solution, El Al's IT team is able to meet service level agreements with ease. “Since implementing the CA Wily solutions we have been able to improve capacity, application response times and availability,” comments Cohen. “This has enhanced the online offerings and experience for our customers. Our ability to provide self-service facilities via the Internet has also reduced the volume of customer queries received by our contact centre.”

By optimising the performance of its Web applications, El Al has been able to:

- Increase efficiency of core operational processes, such as baggage handling and aircraft maintenance
- Attract and retain more customers
- Safeguard profitability.

“The Internet enables smaller airlines to compete with larger carriers. By providing more services online we can attract more customers on a global scale, while streamlining processes for greater efficiency and higher profit margins,” comments Cohen.

To learn more and see how CA software solutions enable other organizations to unify and simplify IT management for better business results, visit ca.com/customers.