

Training Material for OutPLEX: ACA Passenger Support

Draft Revision 0.3

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Contributors:

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Scope:

• This project/campaign is <u>only</u> to support passengers travelling on Air Canada who have purchased or are planning to purchase the Wi-Fi product (Thales connectivity or Gogo). This is not support for any general Air Canada support or support with any seatback Device (TV installed in the seat).

General Communication with Thales Non-Escalation:

- Email:
 - o To: <u>Dana.herman@us.thalesgroup.com</u>
 - o Cc: Corey.hill@us.thalesgroup.com

Thales Escalations:

- M-F 8am-5pm EST
 - Email Marked High Importance
 - To: <u>Dana.herman@us.thalesgroup.com</u>
 - Cc: Corey.hill@us.thalesgroup.com
- M-F 5pm-8am & All Day Saturday/Sunday/Thales Holidays (Schedule to be shared separately)
 - Corey Hill
 - 321-684-2968, If no answer then send an email marked high importance to: <u>Corey.hill@us.thalesgroup.com</u>
- When to escalate
 - o If the passenger is requesting assistance with anything that does not fit within the identified scope above
 - During a phone call/chat, the answer to the passenger's question is unknown
 - The passenger you are looking for is not returning results in the refund tool
 - The results that return in the refund tool are not crystal clear as to which passenger or which charge is supposed to be refunded (i.e. the passenger did not have their receipt number and when you look them up, you see more than one purchase at the same price point, made by the same person).
 - The refund tool cannot be accessed
 - The refund tool is throwing an error and not letting the refund be processed
 - A phone call/email/chat has not been received in 24hrs.
 - This escalation can simply be an email to notify Thales. It may be normal; however, it may also indicate an issue that we need to research
 - LivePerson Website is down/not responding, follow OutPLEX internal process/procedure
 - Follow up action is to notify Thales of issues, resolution, outage time, etc.

Methods of Contact That the Passengers Will Use to Contact OutPLEX on Thales' Behalf:

- Email: passengersupportaca@inflytxp.com
- Phone: 1-407-812-2515 or 1-833-703-6210
- LivePerson/LiveEngage Chat Software from Aircraft Only

^{*}Please use discretion on email escalations as the timeframe to resolve is much greater than that of phone/chat

SLAs

Percentage of emails responded to within:	SLA Goal
16 Hours	80%
48 Hours	95%
>48 Hours	0%
No Answer	0%

Chats responded to within:	SLA Goal
30 Seconds	80%
300 Seconds	95%
>300 Seconds	0%

Calls responded to within:	SLA Goal
30 Seconds	80%
300 Seconds	95%
>300 Seconds	0%

Greetings:

- <u>Phone:</u> Thank you for contacting us regarding the Thales Wi-Fi purchase on your recent Air Canada flight. This is _____how can I help you?
- <u>Phone Voicemail:</u> Thank you for contacting us regarding the Thales Wi-Fi purchase on your recent Air Canada flight. We are currently assisting other guests or are unable to take your call right now. Please leave your name, contact information, date of purchase, and reason for calling. One of our team members will contact you as soon as possible during normal business hours.
- <u>Email:</u> Thank you for contacting us regarding the Thales Wi-Fi purchase on your recent Air Canada flight. We have received your email and are in the process of researching all requests/inquiries in the order in which they were received. We'll notify as soon as an outcome has been reached. Your patience and understanding is greatly appreciated.
- *Chat:* See predefined content below

Interaction Flow

Regardless of the interaction, we always want to be the last one to comment in the given conversation. Do not leave anything unanswered.

- Phone:
 - Greeting From Above
 - Listen to understand the issue/concern/question
 - o If an issue/poor experience, apologize for any inconvenience this may have caused
 - Repeat the issue/concern/question back to the passenger to confirm you clearly understand why they have contacted us
 - o If you need time to address the issue/concern/question, let them know that
 - Address the issue/concern/question
 - Communicate outcome to passenger
 - If Refund: "We are sorry to hear that you had troubles connecting.

The refund process has begun. You should receive notification of your (INSERT \$ OF REFUND) refund within 72 hours but no more than three business days. Please let us know if you need anything else.

- Ask if there is anything else that you can help them with today
- Closing: Thank you once again for contacting us regarding the Thales Wi-Fi purchase on your recent Air
 Canada flight and we sincerely hope you enjoy the rest of your day. Goodbye.

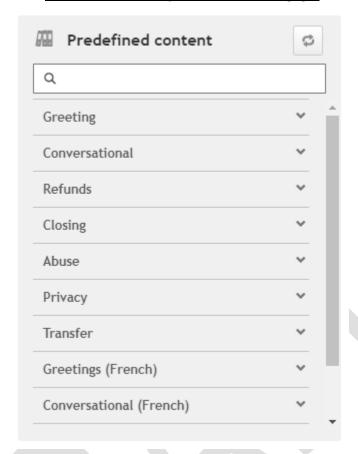
Email:

- o 1st email: Greeting From Above
- o 2nd email: "Thank you for patience while we worked to address your email..."
- o Refund Email Response: "We are sorry to hear that you had troubles connecting.
- The refund process has begun. You should receive notification of your (INSERT \$ OF
 <u>REFUND</u>) refund within 72 hours but no more than three business days. Please let us know if you need anything else.
 - Happy Travelling!
- Closing Email: Thank you once again for contacting us regarding the Thales Wi-Fi purchase on your recent Air Canada flight and we sincerely hope you enjoy the rest of your day. Goodbye.

• Chat:

- Start with Greeting
- End with the Answered all questions today? Predefined message followed by the Goodbye- chat again
 if needed predefined message
- Chat does not close automatically so after 6 minutes of no response, send the No Contact-Still There
 predefined message
- o If 6 more minutes go by and there is still no response, then you can send the **No Contact-Close Chat** response

Predefined Chat Responses from LiveEngage:



Predefined Content from LiveEngage

Title: Transfer to Manager

Text: We can transfer you to a manager who can better assist you. Is that OK?

Title: Answered all questions today?

Text: Have we answered all of your questions today?

Title: Thanks for waiting- We have an answer

Text: Thank you for waiting. We believe we have the details you were looking for.

Title: Question

Text: Is there a specific question we can help you with?

Title: No contact - Close chat

Text: Sorry we couldn't finish our chat. As we haven't heard from you for some time, we're going to close this chat. If you need any help in the future, please do not hesitate to chat with us again. Have a great day.

Title: Happy to help

Text: We will be happy to help you with that!

Title: Hello, you're chatting with

Text: Hello, you're chatting with \$!{operator.nickname}. How may we help you?

Title: Transfer to alternate chat group

Text: There is a more suitable group who can help you. We will transfer you to this group so they can answer your question(s).

Title: Hello

Text: Hello, how may we assist you?

Title: One moment please

Text: Please wait for a moment while we find that information for you. Your patience is appreciated.

Title: Abusive - Final Warning

Text: We will not tolerate the use of inappropriate language. We are required to terminate this chat session immediately.

Title: No contact - Still there?

Text: We haven't heard from you for a while. Are you still there?

Title: Sorry for the delay

Text: Your patience is appreciated. We will be with you shortly.

Title: Good-bye with option to fill survey

Text: Thank you for chatting with us today. Please take a moment to fill out our post-chat survey. This information is very valuable to us in creating the best experience for you not just this time, but every time.

Title: Permission based service

Text: This chat service is permission based. Before a chat begins, no data is collected about you beyond the information which third-party websites usually collect. Once an invitation is accepted, all chats are monitored for quality assurance purposes. Any information gathered is for internal use only.

Title: When connectivity service is below expectations

Text: We are sorry to hear that, that's very disappointing! We understand what it is like being on a flight and not able to get work done or stream a favorite movie. Let's start by discussing which internet package you selected and what we can do to try to make your in-flight experience a little better.

Title: For GoGo related questions (Do not use at this time)

Text: We understand that you have a Gogo account and are unable to sign in. This flight's connectivity and chat session are powered by Thales. You can go here: http://www.gogoinflight.com/contact-us to login with your Gogo account and chat with a customer support representative.

Title: Refund time frame- post to account

Text: It depends on your bank; however, standard processing is usually 7-10 business days.

Title: Internet package selection guide

Text: Thank you for inquiring about our in-flight entertainment internet packages. We have three packages to choose from:

- Email: Use your mobile phone, or tablet to catch up on your messages and emails.
- Browse: Use your mobile phone, tablet, or laptop to surf, share, and socialize over the internet for the remaining flight duration.
- Stream: Use your mobile phone, tablet, or laptop to message, browse the internet, or access your favorite video streaming services to catch up your favorite shows and movies.

Title: What is required to purchase an internet package?

Text: Thank you for inquiring about our in-flight entertainment internet packages. To purchase an internet package, you will need to provide an email address and billing street address. Credit cards accepted at this time are Visa, MasterCard, and American Express.

Title: Passengers that want to video conference during the flight

Text: Thank you for your inquiry. Streaming and browsing plans allow video conferencing, VPN (Virtual Private Network), and other business tools.

Title: Passengers want to use one or more device

Text: Thank you for your inquiry. You should be able to navigate to the payment page on the other device, enter the same email that was used to purchase the plan and there should be a button that says "swap device". We hope this helps!

Title: Internet session expiration

Text: Thank you for your inquiry. Air Canada internet plans are flight duration based. Internet service will be provided as long as possible.

Title: Requesting a Refund

Text: We would be happy to help you with that. Please provide the receipt number which would have been emailed to you and we should be able to pull up the transaction.

Title: Hello, You're speaking with ____ How can we help you?

Text: Bonjour, vous discutez avec \$! {Operator.nickname}. Comment pouvons nous vous aider?

Title: Thanks for Waiting

Text: Merci pour l'attente. Nous croyons que nous avons les détails que vous cherchiez.

Title: Question

Text: Y a-t-il une question spécifique pour laquelle nous pouvons vous aider?

Title: Happy to help

Text: Nous serons heureux de vous aider avec ça!

Title: One Moment Please

Text: S'il vous plaît attendez un moment pendant que nous trouvons cette information pour vous. Votre patience est appréciée.

Title: Certain Feature not Functioning

Text: Merci d'avoir porté cela à notre attention. Pour clarifier, avant de commencer, vous avez sélectionné un package Internet et vous rencontrez des problèmes avec {insert feature}, n'est-ce pas?

Title: Unable to provide data

Text: Unfortunately, we are unable to provide that data at this time.

Title: Refund Process Has Begun

Text: Thank you for waiting. The refund process has begun. You should receive notification of your refund within 72 hours but no more than three business days. If further support is needed after this conversation, please email us at passengersupportaca@us.thalesgroup.com

Title: Hello, how can we help you?

Text: Bonjour, comment pouvons-nous vous aider?

Title: Gogo Issue - Temporary Response

Text: We value your continued support and thank you for taking the time to advise us of the issues you are experiencing. We sincerely apologize for any inconvenience this may have caused you. At this time, the feature that allows you to use your Gogo account is temporarily unavailable. In order to minimize your inconvenience, we invite you to purchase one of the plans available on this flight and we will refund you for that purchase. Kindly note that this offer is only valid for this flight. Thank you.

Title: Information for Refund

Text: In order to process your refund, please provide the following:

- Name entered at the time of purchase
- Flight number
- Receipt number as shown on your emailed receipt (if received)
- Date of Purchase

Title: Sorry About your Experience

Text: We're sorry to hear about your experience. We'd like to help get this resolved for you.

Title: What is required to purchase a plan?

Text: Thank you for inquiring about our in-flight entertainment internet packages. To purchase an internet package, you will need to provide an email address and billing street address. Credit cards accepted at this time are Visa, MasterCard, and American Express.

Issuing a Refund

Process

- Passenger should receive a receipt after purchase, which will have the receipt number listed on it in the upper right.
 - It can take a while for the passenger to receive a receipt but usually it is sent shortly after the purchase is successful.
- o Issue a refund for each passenger who requests it. Thales will keep track of any potential repeat offenders and communicate a list of anyone who is not eligible for a refund.
- Do not issue any additional refunds (courtesy refunds) beyond what the passenger has requested.
- Always verify the requested refunds. If a passenger says, "I bought a few internet packages, can you
 please refunds them?" We need to ask if there was an issue with each session or was it only 1 out of xx
 that had an issue. If we are given a receipt number, there should be no additional validation needed;
 however

Reminders:

- Never ask for a passengers complete credit card number
- If you cannot find the transaction in question based on the information the passenger gives you, ask more questions to get <u>THEM</u> to provide other options on how to search for the transaction. <u>NEVER</u> tell them what you see from the refund tool.
 - Good Example: Passenger says their name is Judy Smith. When you search it, you do not see a transaction under that name. You do however see a transaction with the name Judith Smith <u>and</u> one as J Smith. We have to <u>NOT</u> assume that we have the correct person/transaction in question. An appropriate way to ask them to clarify would be, "Is there another name or abbreviated name that you might have made the transaction under?"
 - o Bad Example: "I don't see a transaction under Judy, but I see one under Judith and J Smith...could that he it?"
 - Asking for the last 4 digits <u>only</u> of their credit card should be a last resort as a means to identify the transaction
 - o There is no way for us to reissue a receipt to the passenger

Troubleshooting/Guiding Support

9 out of 10 times, people are going to be reaching out for a refund. However, during chats, they may be reaching out for the following issues:

- Which Plan to Purchase:
 - Please reference the Internet Package Selection Guide predefined content in LiveEngage
- Trouble Connecting to the Internet
 - Try again and make sure that there are no errors when entering the information in to the payment detail fields and that everything is being entered as it is displayed on the card
 - Wait a while and try again
 - There may be an issue with satellite coverage and waiting may help resolve that
 - o If all else fails, restart phone and try again

- Service is slow
 - Are you trying to do something that is not covered under the plan you purchased? (i.e. trying to stream a movie when the passenger bought an email plan).
 - You can recommend that they upgrade their plan by purchasing the plan that supports what they are trying to accomplish.
 - Wait a while
 - Satellite coverage may be week but waiting **may** help resolve that
- Service Disconnected & the passenger is prompted to pay again
 - o Apologize & gather the details from the second payment so that we can go ahead and issue a refund
- Other Reasons why they may not be able to connect
 - o They could have an expired credit card or a card that is not supported
 - They continually make mistakes when manually entering the information in to the purchase fields even though they think they aren't making any mistakes

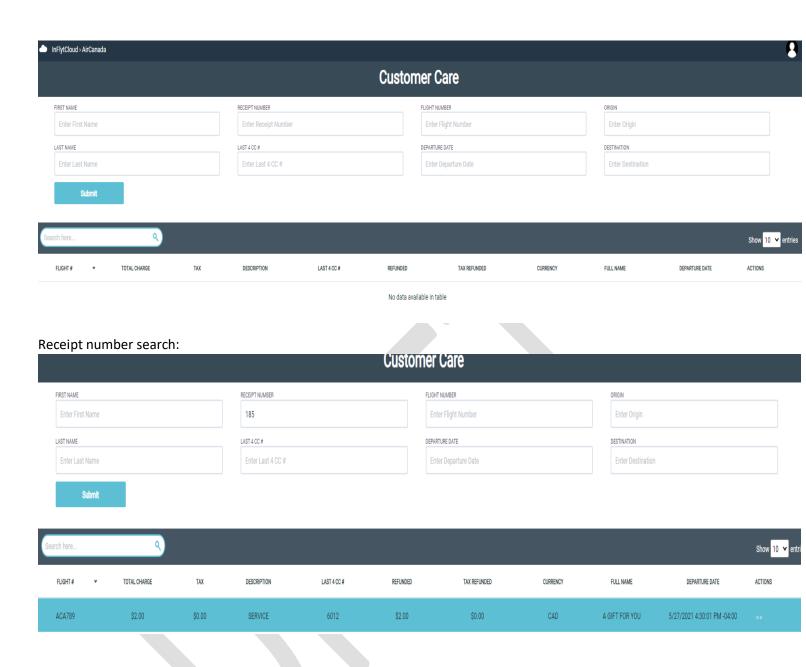
Receipt Example

THALES

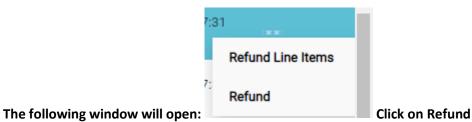
		InFlyt Experience Receipt				
Issue Date: 2021-05-26 1:14:04 PM UTC						
Cardholder Name			Receipt Number			
A GIFT FOR YOU			168			
FLIGHT INFORMATION						
Flight	Origin	Destination	Date			
ACA789	CYYC	CYYZ	Wednesday, May 26, 2021 UTC			
CHARGES						
Description	Q	uantity	Charges			
Email Pass Estimated Taxes Refund	1		\$1.90 \$0.10 -\$2.00			

Refund Tool Screenshots

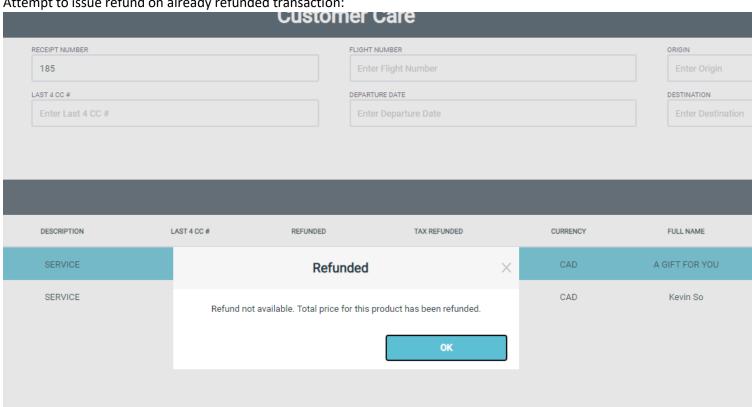
Initial Screen after Log-in



To initiate a refund, click on the ••• under the Actions header on the far right for the given line item to be refunded

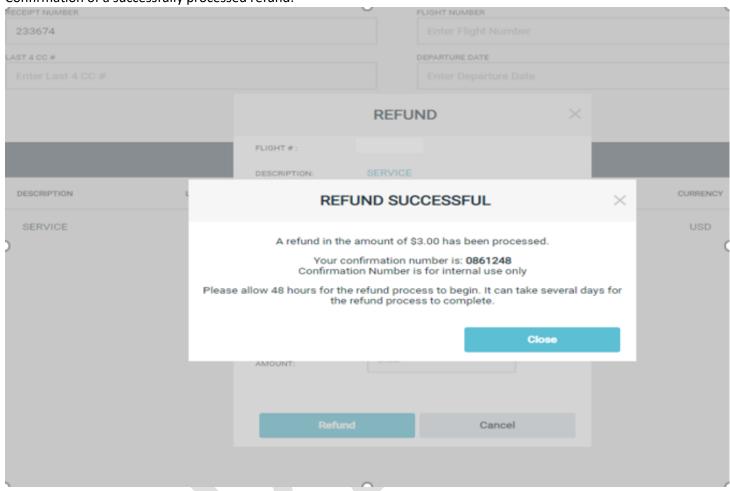


Attempt to issue refund on already refunded transaction:





Confirmation of a successfully processed refund:



Product Images for use with during Chat:

Please note that pricing may change so do not communicate the pricing you see in the guide to the passengers...it should only be used as a reference.

INTERNET ACCESS AVAILABLE ON THIS FLIGHT STARTING FROM \$5.95

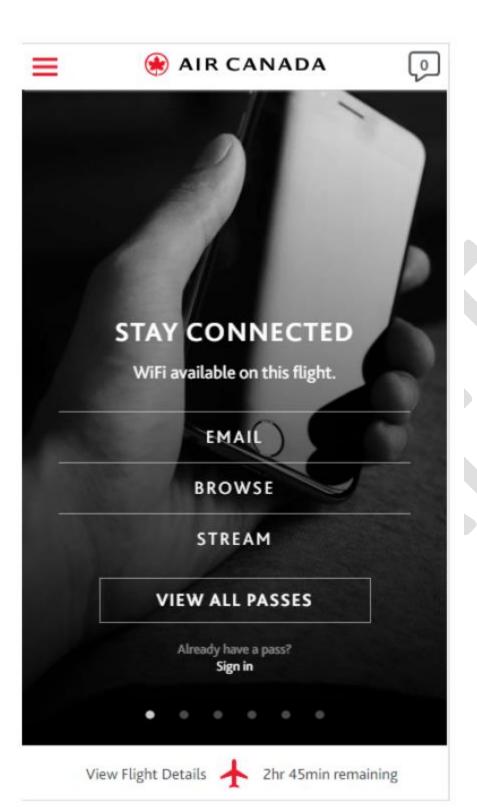
Go online to check email, browse the internet, and much more.

GO ONLINE

Already have a pass? SIGN IN

Even without purchasing an internet connection, you have access to arrival information, coverage map and About Air Canada.

GET STARTED



INTERNET AVAILABLE LATER IN THIS FLIGHT

We will let you know when internet is available. In the meantime, please enjoy hours of free entertainment on your seatback display.

GET STARTED



PLEASE SELECT A LANGUAGE

ENGLISH

FRANÇAIS

العربية

中文(繁體)

中文(简体)

NEDERLANDS

DEUTSCH

עברית

हिन्दी

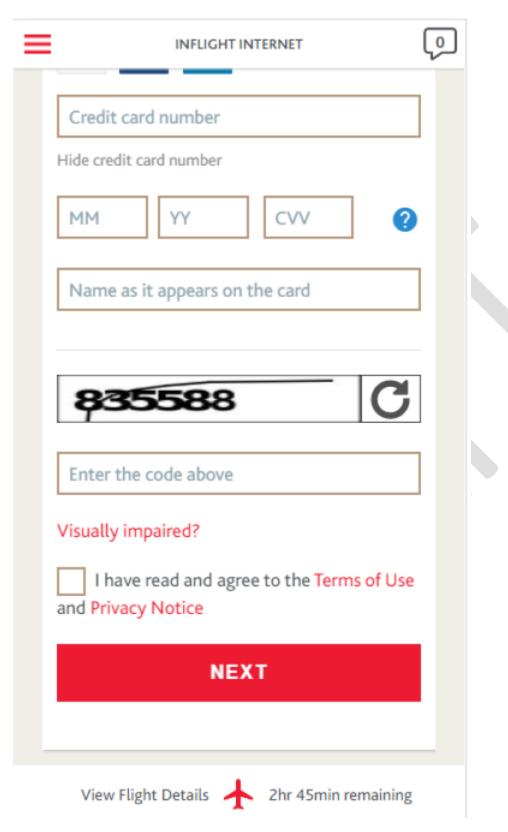
ITALIANO

日本語

한국어

PORTUGUÊS

ਪੰਜਾਸੀ



The Terms of Use must be accepted by the passenger before the passenger may access the Connectivity Portal.

The Credit card entry fields shall collect the required inputs necessary to complete a credit card transaction Card holder name

Card holder billing address Card number Card expiration date Card CVV

Possible causes of failure
Malformed email address
Incorrect expiration data
Incorrect CVV
Card number fails Luhn algorithm
Card number fails CC processor validation
User fails the CAPTCHA test

After clicking next, the Checkout Confirmation page allows the user to confirm the transaction

On successful transaction or a payment timeout the user will be redirected to a confirmation page. On a payment error the user will be redirected to a payment error page. Shall allow the user to cancel the transaction On cancellation the user will be redirected back to the plan selection page.

COMPLETE PURCHASE

EMAIL PASS

\$5.95

Stay in touch! Get email access during the flight!

BILLING INFORMATION

**********1111

12/21

Change

PAY

Cancel



View Flight Details 🛧 2hr 45min remaining



SIGN IN

Please use your Gogo account credentials to sign in.

Gogo username or email address

Password

Forgot Password?

Show Password

SIGN IN

LIVE HELP

You are providing your Gogo credentials to access a third-party connectivity service provided by Thales on Air Canada. You agree and acknowledge that the connectivity service you are currently attempting to access is not provided by Gogo, that your use of such service is governed solely by Thales's Terms of Service and Privacy Policy and that Gogo shall have no liability whatsoever in connection with your use of such service.

GOGO CONFIRMATION PAGE

CONNECTED

You are connected to Gogo Inflight Internet

Redeem a different Pass or Plan

LIVE HELP

Terms of Use | Privacy and Cookie Policy | Contact Air Canada

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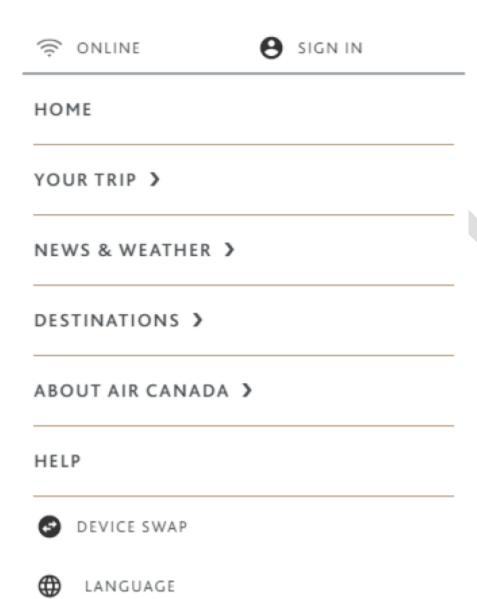
GOGO SERVICE IS TEMPORARILY UNAVAILABLE

Something went wrong

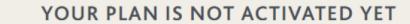
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We're having trouble processing your payment. Please return to the previous page, confirm your payment information, and try your payment again.

2

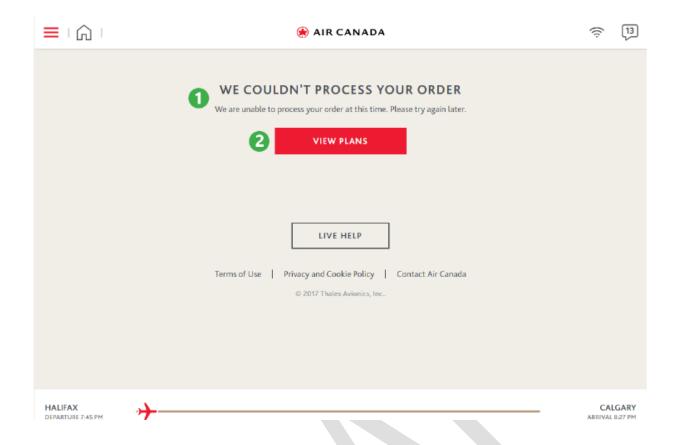
VIEW PLANS

LIVE HELP

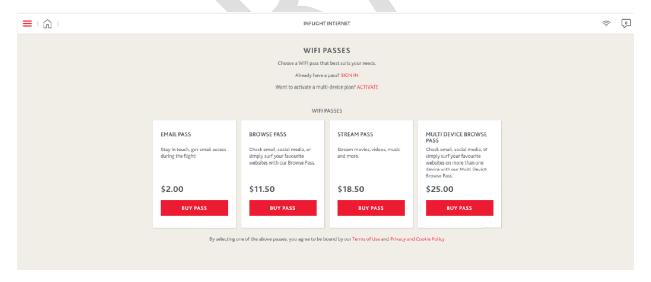
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Please note that pricing may change so do not communicate the pricing you see in the guide to the passengers...it should only be used as a reference.



ACTIVATE MULTI-DEVICE PLAN

Enter the email address used to purchase your multi-device plan.

Email Address

NEXT

LIVE HELP

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ACTIVATE MULTI-DEVICE PLAN

The email address entered is associated with the following multi-device plan.

MULTI-DEVICE BROWSE PLAN

Check email, social media, or simply surf your favorite websites with this plan. Shared over multiple devices.

ACTIVATE

Cancel

LIVE HELP

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YOUR MULTI-DEVICE PLAN HAS BEEN ACTIVATED

This device is now connected to the Internet. Enjoy.

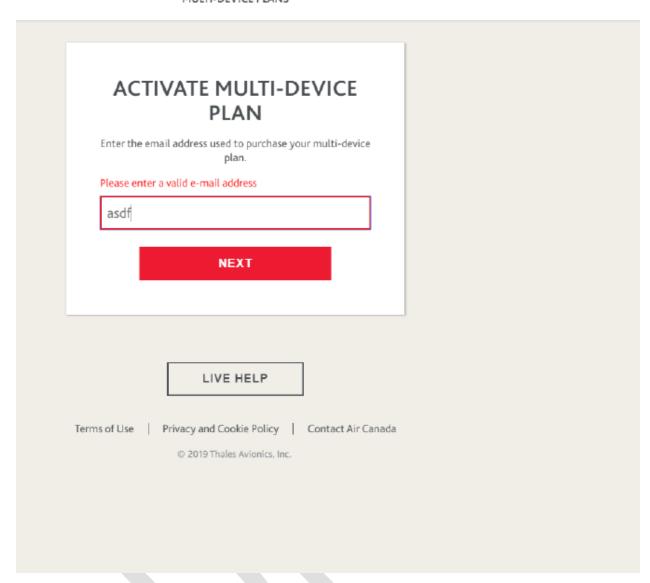
CONTINUE

LIVE HELP

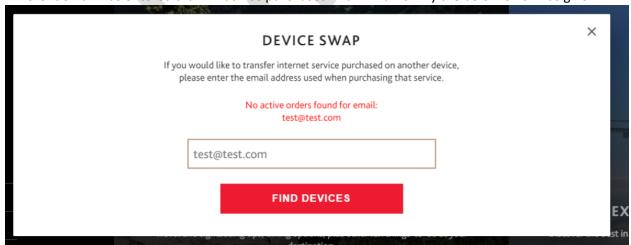
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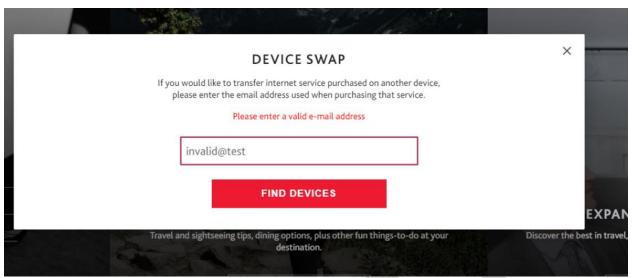




Different email was entered than what was purchased with which is why the below error was given.

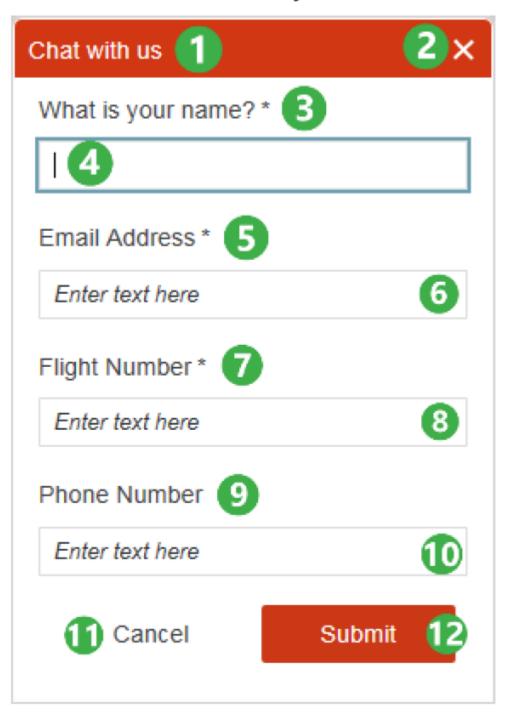


An in-valid email address was entered which is why the below error was given.

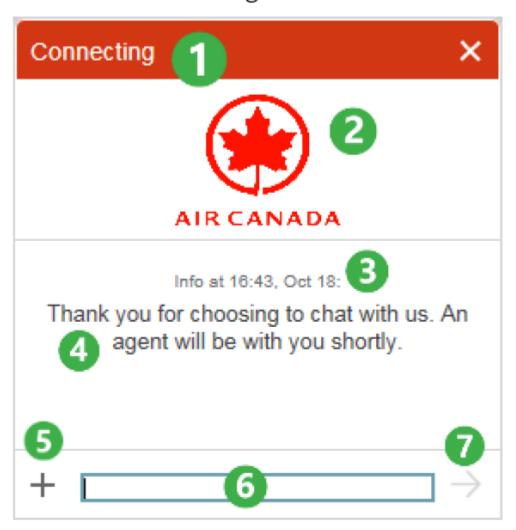




12.14.5.1 Pre Chat Survey



12.14.6.1 Connecting









Info at 11:56, Oct 20:

Thank you for choosing to chat with us. An agent will be with you shortly.

Info at 11:56, Oct 20:

9 You are now chatting with Tyson Moore

Tyson Moore at 11:56, Oct 20:

Hello, how may I assist you?



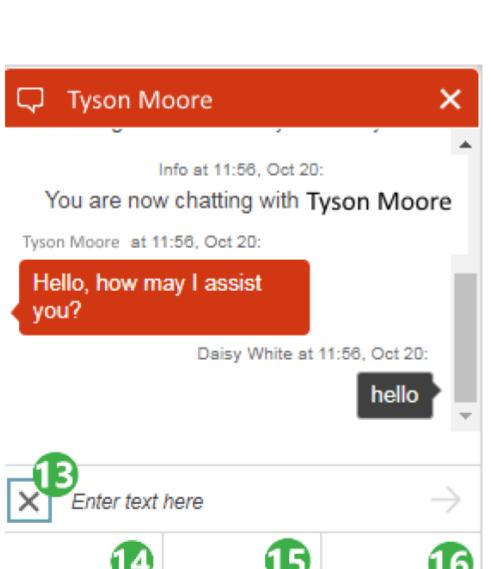
Daisy White at 11:56, Oct 20:



hello

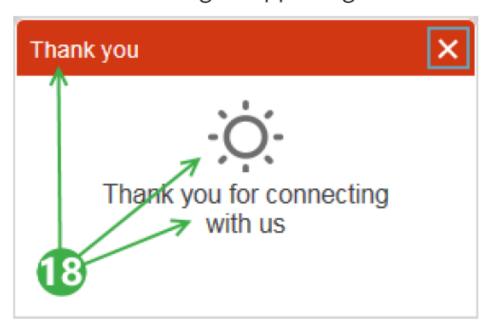


Enter text here





12.14.6.4 Passenger support agent disconnected



12.14.7.1 Post Chat Survey

