



WEST ATLANTIC – TELECOMS PLATFORM TO GROW AND ENHANCE BUSINESS OPERATIONS ON

West Atlantic Cargo Airlines is one of Europe's most trusted suppliers of dedicated cargo solutions specialising in mail and express freight. Originally founded in 1962, West Atlantic resulted from the 2011 merger of West Air Europe and Atlantic Airlines of the UK. With headquarters in Gothenburg, Sweden, West Atlantic is an all-cargo carrier predominately performing services on behalf of the European regional mail and express logistics sectors. It operates a fleet of modern, second generation turbo-props and efficient jet transportation aircraft employed in overnight networks serving 49 scheduled destinations in 17 countries.

Work anywhere and anytime

As a long-term mobile customer, West Atlantic Cargo identified the needs to replace their traditional PBX and ISDN phone lines with a modern flexible IP based communication solution to enhance overall operational efficiency and customer satisfaction. One of the key drivers was to create the ability for staff to work anywhere, anytime whilst managing the 1000+ daily customer calls, whether working at a desk in Coventry or in an aircraft hangar in Sweden.

Although widely accepted in mainland Europe, the idea of a business moving to a pure soft-phone environment in the UK is both progressive and innovative. The key to success was to ensure the staff adopted and accept the idea of no-longer having a fixed desk phone and the benefits of work anywhere communication environment.

Benefits of Xelion

To show the benefits of the Xelion, there was a live demonstration and a presentation of the Xelion system functionality with West Atlantic management and key staff from Sweden via a screen share. After highlighting the benefits of Xelion solution, including: time day routing, automatic overflows of calls, instant messaging across all staff, call queuing with appropriate hunt groups and finally easy call pick-up with enhanced clarity of voice calls on smart devices, the project was given the go ahead.

Smooth transition

As with all Xelion deployments, the system build was undertaken in the cloud with no interference or disruption to the day-to-day operations of West Atlantic. Moran, operations Admin of West Atlantic says: "The deployment of Xelion and soft-phones has provided us with ultimate flexibility and customer service responsiveness. Our staff are empowered to work anywhere safe in the knowledge they can make and receive calls from our customers or instant messages from colleagues. We have a consistent and flexible telecoms platform to grow and enhance our business operations on."