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## Oman Air Contact Centre Goes 24x7

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As of 17th May 2008, the Oman Air contact centre which used to function for a maximum of 17 hours a day is now extending its operations to function 24 hours a day, 7 days a week and all year round.

Corporate Communications and Media of Oman Air affirmed that customers' accessibility is extremely important, and Oman air understands the importance of the contact center in delivering a great customer experience. Oman Air after increasing its number of destinations and traffic globally has decided also to expand the facility believing that the new contact centre can justifiably boast outstanding customer satisfaction ratings. Now Oman Air contact centre will enable us they said, to extend the reach and range of our services to customers and raise quality of service standards throughout the company.



Hamed Saif Al Harthey Senior Manager Reservations & Global Distribution in Oman Air explained that the main objective of this extension of service is to provide complete accessibility to Oman Air valued customers anytime they need it. The contact centre is the first point of contact for any Oman Air customer and is equipped to provide information about schedules, fares, reservations, ticketing, holiday packages Sindbad FFP program and other operational information.

He said that customers could now even purchase tickets over the phone and have it emailed to them using their credit cards. This facility makes it convenient to purchase an Oman Air Ticket to any of its destinations; anytime and from anywhere and is absolutely secure, using enhanced security protection for its customers that use this service. The Oman Air Contact Centre at present covers the entire Sultanate of Oman and handles about 55000 calls a month. The present team strength is 35 staff and will increase to 85 staff by 1st July 2008. Oman Air plans to extend its service of the Contact Centre to the Entire AGCC region and the Middle East including Jordan, Lebanon, and Egypt by the end of the year. The Aim of the Oman Air all Center is to provide highest standard of Service with the best possible quality through multiple channels of communication to enable interactions that create value for its customers and for the Organization, Al Harthey added.

Corporate Communications and Media of Oman Air gave explanation that contact centres have

consequently become means for business transformation, freeing up businesses to focus on core activities, affirming that contact centres have evolved from being cost centers to profit centers. Oman Air has learned that service is the key to attracting and maintaining customers and hence, revenue. In a service business like airlines they notified, a contact centre is the difference between being in business and not being in business, since contact centres help companies quickly overhaul service and improve their image. They made clear that in fact, a contact centre is a strategic asset that companies can use to strengthen customer relationships, through learning more about customers, and therefore serve them better, and this improves the bottom line. Oman Air affirmed in conclusion being extremely confident that The Contact Centre service levels will continue to improve through the dedicated efforts of the concerned in the Company. The contact centre can be reached the phone on 24 707 222 and also through email [wycallcenter@omanair.aero](mailto:wycallcenter@omanair.aero)



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