



MAVCOM PROJECT BRIEF

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MAVCOM
Malaysian Aviation Commission

How Lava Protocols Helped MAVCOM's Online Presence Takeoff



The Malaysian Aviation Commission (MAVCOM) is now able to listen to the needs of consumers. Here's how we helped them.

01. Our Client

- MAVCOM is an independent entity that regulates all economic and commercial matters which relates to civil aviation in Malaysia. It strives to promote a commercially viable, consumer-oriented and resilient civil aviation industry that will contribute to the nation's economic growth.

Established on 1 March 2016, MAVCOM's primary functions include matters such as protecting consumer rights, resolving disputes between aviation industry players, managing air traffic rights and routes under public service obligations.

02. The Issues

As a newly formed body, MAVCOM's main purpose is to protect the rights of aviation consumers by establishing a mechanism to submit their complaints. Serving as the role of an intermediary, MAVCOM would receive, acknowledge and subsequently escalate complaints received to the respective aviation company (eg: Airline or Airports) for the resolution within the stipulated industry service levels and timeframes.

- > Prior to the establishment of MAVCOM, the aviation industry in Malaysia lacked a centralised authority to not only oversee but also establish the proper codes of conduct in reference to consumer rights. Consumers facing issues with their aviation providers only had limited means to raise their grievances via the internal mechanism of each aviation provider. Dissatisfied consumers who felt they were unjustly treated and had no further means to appeal to resolutions provided by the aviation provider now have a platform to report. MAVCOM required a platform that is both web and mobile friendly and a means to effectively track these reports submitted by consumers.

< 03. The Scope

The main objective of this project was to provide a Complaints Management System (CMS) to our client and a platform where they could connect with consumers and stakeholders.

< 04. Solution

Implementation of CMS

Lava Protocols implemented Salesforce Service Cloud for MAVCOM which allowed them to engage with customers anytime, anywhere and deliver service across key channels.

Using Service Cloud as a standard case management platform helped the client track all consumer complaints, stakeholder's response and consumer interactions. It also allowed them to handle complaints faster by integrating case information with Salesforce Knowledge.

Consumers can reach out to MAVCOM with their complaint, enquiry, compliment or feedback via two methods:

» **Web Forms**

The Salesforce web-to-case feature allows consumers to submit their feedback or complaints via web forms. The route for these cases will be determined based on the assignment rules set by MAVCOM.

» **Email**

The Salesforce email-to-case feature on the other hand automatically pushes emails created within the system to the dedicated inbox where the title of the email would become the case title otherwise known as the "subject field" and the content of the email goes into the "description field".

User training was provided by Lava Protocols so that users at MAVCOM could easily adapt and familiarize themselves with the CMS.

» Development of Website

The primary purpose of the website is to function as MAVCOM's information portal and a platform to engage with consumers and stakeholders. Lava Protocols designed and developed a comprehensive website using Wordpress which through easy navigation, allows users to find information easily.

05 Capabilities

MAVCOM has been thriving in providing a viable environment for the aviation industry by ensuring that airlines provide quality experience to both customers and employees. They've also introduced the Malaysian Aviation Consumer Protection Code that provides consumers with information of their rights as air travellers and how to exercise them.

By using the CMS implemented by Lava Protocols, MAVCOM has been able to easily manage consumer complaints via their webpage and keep them and their stakeholders informed on any new complaints received.

“Lava Protocols has been a reliable partner in establishing the new Complaints Management System at MAVCOM. They have the knowledge and expertise needed to develop and implement a sound Complaints Management System.”

- Mohamed Sathik Ali, Manager - Consumer Affairs.t

Excerpts

From *News*

- The Malaysian Aviation Commission (MAVCOM) has released a new code to protect consumers travelling by air to and from Malaysia called the Malaysian Aviation Consumer Protection Code 2016 (MPAC). These rights cover dealings with airlines, airports and other aviation service providers, including foreign airlines operating into and out of Malaysia. The minimum service levels and standards as captured within the code will also benefit consumers directly. To facilitate the implementation of the code, MAVCOM has also set up a consumer management system, which allows consumers dissatisfied with a complaint resolution offered by an airline or airport to escalate the complaint to MAVCOM.

Source: www.marketing-interactive.com/mavcom-moves-better-protect-consumers-aviation-rights/