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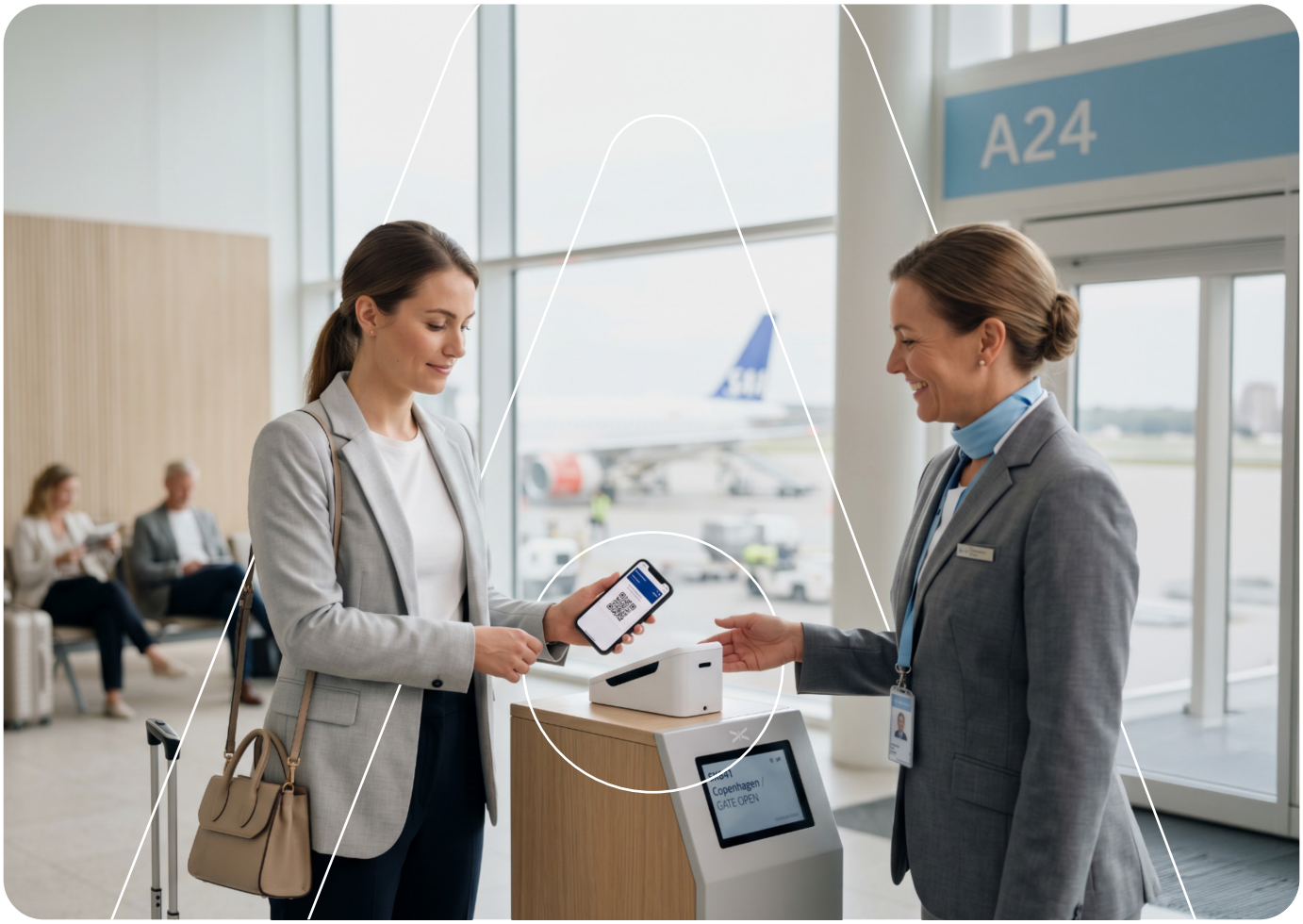

CASE STUDY

Intelligent Queue Distribution Delivers 100% Productivity Tracking for a Leading GCC Airline

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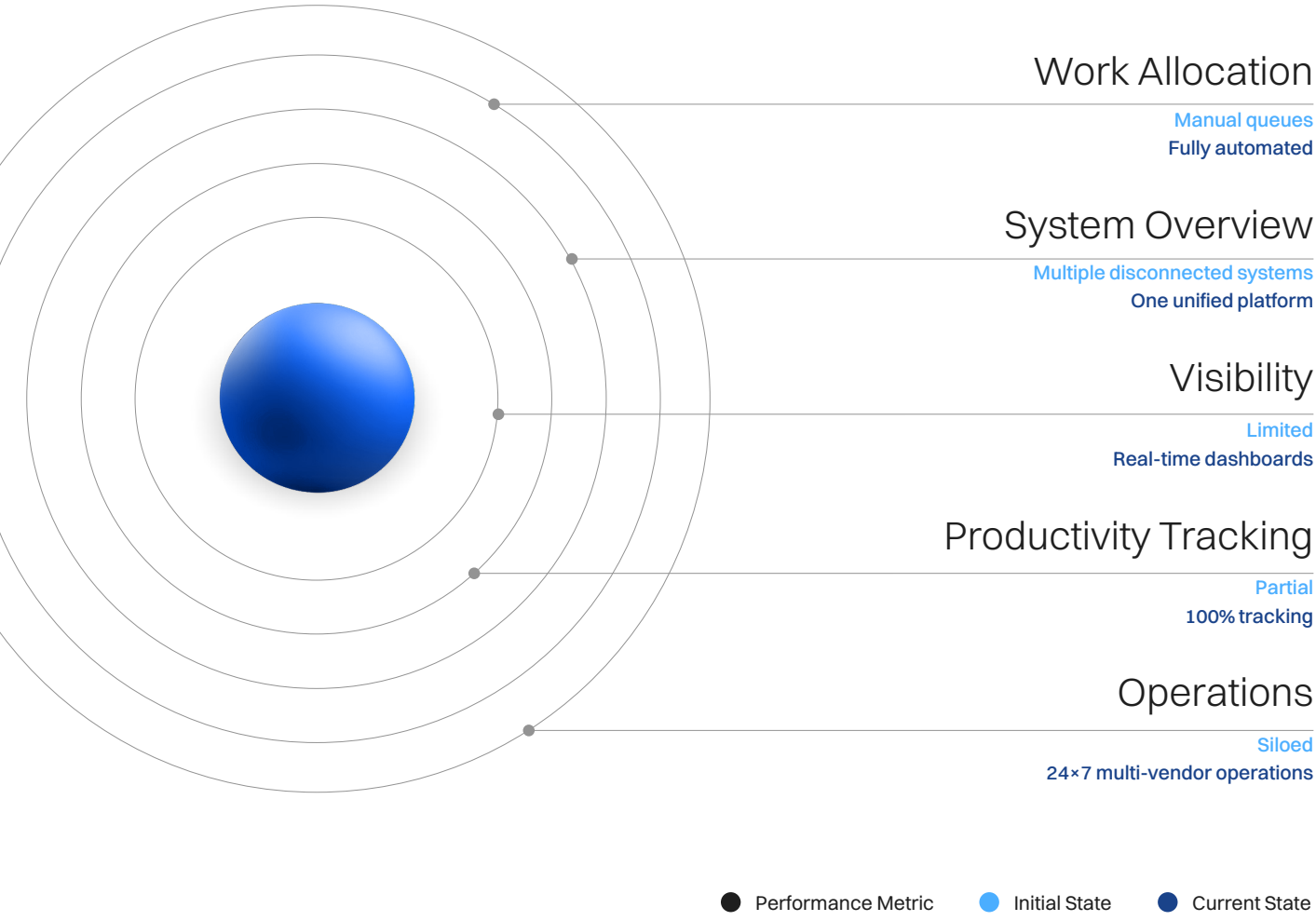
Executive Summary

A leading airline in the GCC partnered with Atain to modernize its technology foundation and streamline high-volume transaction operations across multiple systems and vendors. As the business scaled, there was an opportunity to move beyond manual, queue-based workflows and enable greater visibility, faster decision-making, and more consistent execution.

Atain brought fragmented systems together into a single, intelligent platform, enabling automated task allocation, real-time visibility, and standardized workflows. The result was a more efficient, controlled, and scalable operation, delivering assured outcomes with greater speed and precision.

Scale and Growth Metrics



Business Challenges

Manual Overload

High transaction volumes difficult to manage manually

Limited Visibility

Limited visibility into agent productivity and workload

Tracking Gaps

No real-time tracking or audit trails for accountability

System Complexity

Multiple systems and integrations creating complexity

Scaling Priorities

Priority-based decisioning difficult to manage at scale

Solution: Modernized Technology Foundation

Atain replaced fragmented queue-based systems with a modernized technology foundation built on Intelligent Queue Distribution (iQD).

This unified platform brought together multiple systems, including Sabre, into one connected environment, and supported critical use cases such as IROPs (Irregular Operations). It enabled intelligent task orchestration based on priority, skill, and SLA, reducing manual intervention and improving consistency.

Key Transformation Levers

01 Unified multiple systems into a single platform

02 Automated task allocation based on priority and skill

03 Integrated IRROP and Sabre for seamless workflows

04 Enabled real-time dashboards for workload and TAT tracking

05 Built continuous SLA monitoring and audit visibility

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Business Outcomes

Speed Amplified

Faster and more efficient handling of high-volume transactions

Operational Visibility

Improved visibility across operations and agent performance

Workflow Consistency

Consistent and standardized execution across workflows

Live Accountability

Better control and accountability through real-time tracking

From Fragmented Queues to a Modernized Foundation

Atain unified systems and enabled intelligent orchestration, helping the airline achieve greater control, faster execution, and consistent outcomes—creating a future-ready platform that supports growth, improves efficiency, and delivers assured outcomes across complex operations.

ATAIN

Atain is an enterprise orchestration partner that brings people, processes, and platforms into sync with AI to redefine the future of work. By orchestrating expertise, Atain accelerates velocity to eliminate variability and deliver assured outcomes.

For more information, visit **www.atain.com** | **mktg@atain.com**