

## London routes take off for Delta

A leading transatlantic airline, Delta is in it for the long haul with both London and Think London.

The company, which is based in Atlanta, Georgia, USA, employs 50,000 staff worldwide and originally set up its Atlantic region headquarters in London in 1978. In 1996 Delta decided to expand the operation and establish a contact centre in the capital. It was then that Delta initially worked with Think London to consolidate its 12 European reservation centres to London, a move which brought significant cost savings for Delta in its first five years. Almost a decade on, in 2005, Delta called on Think London's expertise again to help it upgrade the contact centre and move to a new, first-class facility.

The airline – one of the world's fastest-growing international carriers – had been in Hangar Lane, west London for the past decade. Its lease was running out and the time had come to move. "We were looking for a new home and that's when we partnered with Think London again. The Think London team helped us find a great new facility near Heathrow Airport, west London," said Loren Neuenschwander, Managing Director Delta Air Lines – Atlantic Region.

The new London facility meant relocating 210 staff, along with creating 30 new positions as a result of the expansion and a 5% growth per year in air traffic.

"Think London really got in at the beginning of the process," said Neuenschwander. "They suggested different areas of London, talked to us about the advantages and disadvantages of each one, gave us references to other businesses that were already in the area and supplied us with demographics. They even put us in touch with local London councils and other useful contacts who could tell us more about the areas. Think London gave us options for developing our staff training and for the development of languages at our call centre. It was really a 360-degree service that we received from Think London."

London as a place to do business has particular appeal to Delta. Not only are European routes across the Atlantic successful for the airline, with many more being added to its transatlantic network but other benefits of London have struck Delta with some force. "Having a lease expire is a decision-making turning point for the London operation and we obviously looked at all our options. But the fact is that we are handling 17 different languages at the London contact centre and there is nowhere else on the planet where we could find that wealth of talent and the variety of language capabilities that will serve us. London is the only answer and we are happy to be here," said Neuenschwander.

Commenting on working with Think London, Mr Neuenschwander said: "The help that David Riches and Nick Royle from Think London have given us has been outstanding – we couldn't ask for better partners here in the local market."

We haven't come across an organisation which is quite as advanced and quite as forthcoming in terms of wanting to support us, as we have with Think London."

For more information about Delta, please visit: [www.delta.com](http://www.delta.com)