- ## American Airlines

Over thirty years ago, **American Airlines** created a department known as IdeAAs In Action to receive suggestions from its employees as well as subsidiaries. Employing fifty analysts and support personnel, this department has saved the company more than $300 million since its inception in 1987. This department is located in three separate locations, Fort Worth-Headquarters, Fort Worth-Alliance Airport and Tulsa-Maintenance Base.

The Problem: **IdeAAs** In Action was trying to respond to over 30,000 handwritten suggestions each year. These were sent through the mail to any one of the three locations. After data entry, the forms were manually sorted and routed to the appropriate reviewer. When the reviewer determined the suggestion was feasible, a tracking application generated an IdeAA number. The ideas were sent to the responsible department for approval. Files were distributed locally and to facilities hundreds of miles away. Copies were maintained in a file room. When the analysts needed to refer to them, many times the contents of the file or the entire file itself was missing.

The Solution: **Image-X** was selected as the best company to meet their requirements. Working closely with American Airlines, Image-X provided a customized **Salesforce workflow application** that would store and manage that data. Also created additional automated Salesforce workflows for recurring actions that help to maximize productivity and profitability.

Suggestion forms were uploaded into the **Salesforce system** in batches, and the forms tagged with bar codes, making them easier to locate and retrieve when needed. Next, the workflow software routes the data via the department's Novell Groupwise e-mail system. Which was integrated into Salesforce for greater continuity. Creating a Salesforce mobile app also allowed the data to be accessed by company executives while on the go.

Image-X provided a customized Salesforce workflow integrated with their existing mainframe database and electronic mail applications (Groupwise and HP Desk.) All the data is stored on the cloud, providing well over the three years of storage they required. Rather than each individual office storing the forms and data separately, all three offices are interconnected and the data stored together, allowing greater remote collaboration between offices. Salesforce can also analyze the suggested data and bring attention to any repeated or common themes, to better prioritize suggestions.