



Transforming Airline Customer Experience with Automation

CASE STUDY

conectys

www.conectys.com

About the Client

Conectys' client is a prominent airline company that serves many international travellers daily. Prioritising passenger safety and satisfaction, they continually strive to maintain security with strict protocols and procedures. Additionally, they make every effort to ensure that customers have a pleasant and satisfying experience at each stage of the airline journey.



The Need for Improvement

In the competitive field of Travel and Hospitality, the Client recognised the need to elevate its Customer Experience (CX) to remain innovative and competitive. This involved leveraging technological advancements to enable seamless, personalised, real-time interactions with passengers through modern channels.

Challenges

- **Technology:** Efficiently and agilely bridging the gap between old and new technologies while integrating the latest features with legacy systems lacking modern APIs (software interfaces) which is often a crucial task for organisations.
- **Data Security:** Ensuring the proper level of data protection, with an alignment to the dynamic nature of cybersecurity threats and regulatory requirements.
- **User Experience:** Creating an intuitive and user-friendly notification system for airline staff to manage communication with travellers efficiently, boosting their performance and satisfaction.
- **Timely Alerts:** Crafting a robust technical infrastructure to deliver real-time updates promptly to users, ensuring punctual dissemination of critical information connected to their flights.

Objectives

1. Passenger Experience Improvement: The key objective was to meet modern travellers' expectations for enhanced responsiveness and adaptability in airline customer service while increasing satisfaction and reducing stress caused by any potential disturbances. This entailed providing passengers with timely and relevant updates regarding their travel arrangements.

2. Increased Productivity: Another important goal was to enable support agents to streamline service operations, saving time and effort, likely through automation or improved systems.

3. Legacy System Modernisation: Modernising the outdated legacy support system was also a crucial goal to facilitate interoperability with new software and tools, ensuring smooth, timely, and accurate assistance throughout the entire airline journey.

4. Data Privacy and Security Advancement: Furthermore, the project aimed to implement robust data security measures to manage passengers' details safely. This included compliance with evolving regulations and industry standards and addressing pivotal challenges amidst the increasing volumes of sensitive flight-related information collected and processed.

—○ Problem-solving

The idea was to rely on an outsourcing partner that excels in CX services. Consequently, after a thorough assessment and evaluation process, Conectys was selected due to its proven track record, comprehensive Travel and Hospitality industry expertise, cutting-edge technology and innovative approach to customer experience.

The project's foundation was a modern multi-channel Customer Relationship Management (CRM) platform empowered by AI-driven elements for enhanced efficiency, more accurate data analysis, and personalised traveller interactions.

—○ The Benefits Attained:

- **Enhanced Passenger Satisfaction:** The modernised contact centre enabled the Client to benefit from an advanced smart custom notification feature, which improved responsiveness through various touchpoints, like e-mails, SMSs, and mobile push notifications. Additionally, it facilitated seamless interactions in case of unexpected but critical events, such as flight re-schedules, trip cancellations or transportation disruptions. As a result, travellers enjoyed quick and relevant assistance promptly and through their preferred channels, contributing to improved satisfaction.
- **Boosted Performance:** The airline's support staff experienced smoother workflows, effectively managing automated notifications. This reduced manual workload, allowing agents to focus on more complex tasks and deliver higher-quality assistance to passengers.
- **The New and Old Technology Working Together:** To solve the problem of legacy system integration, Conectys provided custom connectors and middleware that served as bridges between the new features and the old systems, facilitating smooth communication.
- **Real-time Communication:** The Client has also been equipped with a dedicated architecture of multiple more minor services (microservices) that efficiently manage many simultaneous alerts. These helped to apprise passengers of relevant events within seconds, such as gate changes or delayed departures, ensuring timely interactions and minimising inconvenience.
- **Increased Traveller Data Protection and Trust:** By implementing stringent security measures, such as advanced encryption protocols, access controls, and compliance with industry standards, the Client gained the capability to effectively and safely manage the growing volume of personal details, travel itineraries, payment information, and communication channels. These helped mitigate the risk of data breaches or cyberattacks, enhancing customer trust in the airline's commitment to safeguarding their privacy.

Consultative Partnership: Partnering with a customer-centric and industry-specialised outsourcing firm provided ongoing support and consultancy for continuous improvement, addressing pain points and offering recommendations for optimisation and innovation.

Operational Advancements: Three Key Gains



35%

Enhancement in customer satisfaction



33%

Reduction in manual workload



60%

Improvement in system interoperability

Implementing Digital CX with Conectys

For over twenty years, we have supported many global brands in successfully navigating demanding customer support needs through smart outsourcing. Our assets are a multilingual and skilled talent pool on five continents, domain specialisations, and close partnerships based on trust, care, and consultancy. It is all backed by outstanding technological infrastructure and capabilities in which we constantly invest and develop.

Our digitally driven CX solutions suite encompasses cutting-edge innovations consolidated into one buyer support platform that uses AI algorithms, machine learning, natural language processing, advanced automation, and predictive analytics, among other enablers. This unique platform and educated workforce enable our Clients to expand, grow, and thrive in the dynamic virtual landscape.



The Key Elements of Conectys Digital CX Platform are:



AI-Powered Omnichannel CRM: The ultimate solution for streamlined processes and instant customer assistance, providing access to real-time buyer insights and enabling consistent and personalised interaction management across multiple touchpoints.



AI-Assisted Ticketing: Intelligent analysis, classification, and routing of incoming messages, ensuring their relevance and efficient handling.



Smart Self-Services: Customised next-generation chatbots that facilitate engaging, human-like conversations with consumers, empowering first-line customer support.



AI-Driven Support Tools for Agents: Revolutionary efficiency capabilities such as Agent-automated Assistance in understanding ticket context and crafting responses swiftly and adequately.



Service Optimisation Tools: These include Workflow Automation for creating triggers, Templated Responses for quickly addressing frequently asked questions or issues, and a Unified Knowledge Base for comprehensive access to internal and external knowledge resources, ensuring enhanced support delivery.



Custom Software and AI Solutions: Depending on the Client's request, we can extend and enforce the functionality of our CX technological platform. Our team of engineers and analysts is available to fit each custom case of the customer journey.



CONTACT US!

Would love to connect with you to discuss how our team at Conectys can help enhance your Customer Experience and Trust & Safety services.



Let's talk!



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