IGT SOLUTIONS

CASE STUDY

IGT Solutions' Gen-AI Based Virtual Assistance Improves Airline's Crew Query Accuracy by >95%

IGT Solutions' AI-powered platform not only improved response speed and precision but also enhanced crew efficiency and passenger satisfaction with 24/7 multilingual support and real-time, engaging interactions.

A superior passenger experience is pivotal to the attainment of an airline's strategic objectives, directly influencing revenue growth, brand loyalty, and market differentiation. In the highly competitive aviation industry, the quality of the passenger experience can serve as a significant brand differentiator, compelling customers to choose one airline over another.

An exceptional in-flight experience not only ensures customer retention but also fosters positive word-of-mouth, substantially enhancing brand reputation. Furthermore, satisfied passengers are more likely to exhibit loyalty towards the airline, contributing to a steady stream of revenue through repeat business and engagement with loyalty programs. Ultimately, prioritizing passenger experience is a strategic investment that yields long-term dividends by aligning customer satisfaction with the airline's broader business goals.

Our client faces challenges in handling the vast number of crew questions regarding boarding details, luggage limitations, transportation options, prohibited items, and lost and found issues. The reliance on manual operations and insufficient integration with current knowledge databases result in prolonged and delayed response times. Moreover, the inability to accurately grasp crew intentions and sentiments exacerbates frustration and leads to inaccuracies impacting the passenger experience.

OUTDATED MANUAL KNOWLEDGE SYSTEM UNABLE TO SUPPORT VOLUME OF CREW REQUESTS WITH ACCURACY AND TIMELINESS

Our Client faced numerous challenges that adversely affected both passenger and crew experiences. Overwhelmed by a high volume of crew inquiries about boarding procedures, luggage restrictions, transportation options, prohibited items, and lost and found procedure, the slow response times not only frustrated the crew but also had a negative impact on passenger satisfaction.

The heavy reliance on manual processing to resolve queries and the absence of relevant databases integration significantly slowed down the retrieval of accurate and timely information. Moreover, the system's failure to properly interpret crew intentions or sentiments led to inefficient communication and potential dissatisfaction.

AT A GLANCE

INDUSTRY
Travel & Leisure / Passenger Air Transportation

THE CLIENT
Leading Middle Eastern passenger airline, cargo, and travel company.

CHALLENGE
Transform crew member knowledge and support solution to improve response accuracy, response time, and ease of use.

SOLUTION
Achieved significant improvements in response accuracy and AHT with a custom Gen-AI Based Virtual Assistance platform.

RESULTS
- Substantial reduction in AHT
- Significant improvement in accuracy
- 24/7/365 virtual personalized assistance

RESILIENT. FRICTIONLESS. RELEVANT.

LEVERAGING GENERATIVE AI FOR EASY TO USE, INTERACTIVE, ALWAYS AVAILABLE VIRTUAL ASSISTANCE

To resolve our Client's problem, IGT Solutions delivered a cutting-edge, virtual assistance platform powered by generative AI. This platform vastly improves the accuracy and speed of responses to crew members' queries through Gen AI-based technology, tailored for precise and swift information delivery.

Our interactive virtual assistant, integrated with LLM services, marks a significant improvement over traditional manual processes by efficiently addressing crew inquiries. To ensure ease of access and enhance the crew's experience, we made the platform compatible with both Microsoft Teams™ and web applications, allowing for seamless access anytime, anywhere.

Additionally, we integrated an analytics module to gain insights into crew queries. This tool is crucial for understanding inquiry patterns and identifying policy improvement opportunities, leading to a more responsive and adaptive service.

Our solution's complexity and coverage are comprehensive, addressing various critical aspects such as:

Data Management and Security
- Processes inquiries swiftly via Prompt Ingestion.
- Ensures Data Security by adhering to strict protocols that prevent the capture of Personally Identifiable Information (PII).
- Maintains integrity and reliability by preventing falsified responses.

User Experience Enhancements
- Provides a Conversational Interactive Chat Format for natural and user-friendly interactions.
- Enables Real-Time Interaction for immediate responses.
- Understands sentiment, tone, and context, allowing for empathetic and relevant responses.
- Offers a Virtual Companion feature for a personalized and engaging interaction experience.

Accessibility and Support
- Provides support in multiple languages to cater to users with diverse linguistic needs.
- Offers 24/7 assistance, ensuring that help is always available whenever needed.

ENHANCING PASSENGER SERVICE THROUGH AI FOR QUICKER, MORE ACCURATE RESPONSES

Collaborating with our Client, we revolutionized their query handling process using a generative AI-powered platform, leading to an 85% reduction in Average Handling Time and 95% accuracy in responses.

By integrating with LLM Services, we've not only enhanced speed and precision but also significantly improved the crew's ability to provide quality answers, greatly assisting passengers. The Gen AI-based Virtual Assistance, available 24/7 with multilingual support and real-time interactions, uses a conversational format and sentiment analysis to boost user engagement.

Additionally, its analytics feature provides deep insights, facilitating continuous improvement and enabling the crew to offer more effective assistance to passengers.

Consistent Results that Drive Success

85
Average Handling Time

95%
Accuracy in Responding to Crew Queries

24/7
Virtual Assistance Capabilities

RESILIENT. FRICTIONLESS. RELEVANT.
Explore what IGT Solutions can do for you.

Visit www.IGTSolutions.com or email us at mktg@igtsolutions.com