



70% Faster Handling and 100% Accurate Passenger Notifications with Automated IROPS Management for a Low-Cost Airline



With an approach that focuses on designing intelligent, scalable, and domain-specific solutions, the automation expertise eliminates manual effort, reduces errors, and enriches customer experience.

As a leading low-cost Asian airline headquartered in Southeast Asia and operating medium and long-haul routes, it was mission-critical to maintain seamless passenger communication during flight disruptions (IROPS).

The airline's manual disruption communication process led to resource drain, delayed passenger notifications, frequent errors, and scalability issues, which negatively impacted customer satisfaction and eroded brand trust. Human errors and misinterpretations often result in inaccurate communication, leading to confusion among travelers.

INTELLIGENT AUTOMATION SOLUTION TO ENHANCE AIRLINE DISRUPTION RESPONSE

IGT Solutions designed and deployed an intelligent automation solution to address the airline's manual inefficiencies and delays in communicating with passengers during flight disruptions. The solution streamlined the end-to-end notification process by leveraging a four-Automation framework, ensuring speed, accuracy, and scalability.

- Firstly, it extracted disruption information from Operations Command Centre emails and converted it into a structured Excel format
- Secondly, it logged into the tool and identified the list of passengers affected by the disrupted flight
- Thirdly, it selected the appropriate SMS and email templates based on the disruption code and prepared the notifications
- Finally, it sent the notifications to passengers and updated the bot tracker for audit and monitoring purposes

DRIVING EFFICIENCY, ACCURACY, AND CUSTOMER SATISFACTION WITH AUTOMATION

The automation framework delivered measurable business benefits for the airline. The solution ensured 100% accuracy in passenger notifications by eliminating manual errors, significantly improving communication quality. The automated process also generated complete audit trails, enhancing compliance and simplifying process audits. Operational efficiency improved with a 70% reduction in average handling time, allowing teams to focus on more strategic tasks.

Faster and more accurate communication enhanced Contact Center Customer Satisfaction.

AT A GLANCE

INDUSTRY

Low-cost Airline

THE CLIENT

The client is a low-cost airline based in Southeast Asia.

CHALLENGE

Maintaining seamless passenger communication during disruptions was critical, but manual processes led to delays, errors, and scalability challenges, impacting customer satisfaction and trust.

SOLUTION

Implemented an automation framework that extracted flight disruption data, identified affected passengers, generated accurate notifications, and ensured real-time updates with full audit tracking.

RESULTS

- 100% Accurate Passenger Notifications
- 70% Reduced AHT
- Improved Customer Satisfaction