

45% Call Automation Boosts Efficiency and Passenger Experience for a Low-Cost Airline



The end-to-end automation solution helped serve passengers faster in their preferred language and freed agents to focus on complex cases that truly need a human touch.

The client is a low-cost international airline in East Asia offering customized services rooted in safety and reliability.

They struggled to manage multilingual requests quickly and efficiently. Customers wanted a mobile-like channel to handle basic, FAQ-level queries without downloading an app, and preferred expressing their needs in natural, conversational language rather than navigating rigid forms or menus. It increased the burden on live agents for repetitive tasks, reducing efficiency and impacting customer satisfaction.

INTELLIGENT AND MULTILINGUAL AUTOMATION SOLUTION FOR SEAMLESS CUSTOMER SUPPORT

The client partnered with IGT Solutions to deliver a fast, intuitive, and multilingual bot that could handle multiple cases—such as Fare Adjustment Requests (FAR), rebooking, refunds, and baggage combining automation expertise with seamless human assistance.

- Multilingual natural language support for customer queries in five languages: English, Thai, Japanese, Korean, and Chinese.
- Automated responses to FAQs on topics like refunds and baggage, plus simple task execution—such as flight status checks and flight searches are enabled through backend integration.
- Seamless escalation to live agents for unresolved queries or transactions, with full chat history transfer to ensure continuity of support.

MEASURABLE IMPACT WITH THE COMPREHENSIVE AUTOMATION SOLUTION

The solution delivered measurable business impact by improving customer satisfaction scores through instant, multilingual support and shorter wait times.

Operating 24x7, the automation solution enhanced the overall customer experience while reducing the need for extensive multilingual contact center resources, thereby lowering operational costs. By automating 45% of call volumes, it freed live agents to focus on complex, high-value interactions, further boosting efficiency and service quality.



AT A GLANCE

INDUSTRY

Low-cost airline

THE CLIENT

The client is an international low-cost airline.

CHALLENGE

Customers were dissatisfied, and agents were overloaded with repetitive multilingual queries that could have been handled more easily through a simple, chat-like channel.

SOLUTION

Implemented a multilingual, automation-powered solution that handled queries, executed simple tasks, and seamlessly transferred complex cases to live agents for continuous support

RESULTS

- Improved CSAT Scores
- 24X7 Customer Support
- 45% Calls Automated
- Lower Operational Costs