IGT SOLUTIONS

CASE STUDY

IROPs Re-Booking Automation Solution Enables a Low-Cost Airline to Manage Disruptions Proactively

The automation solution dynamically applied airline-specific IROPS rules while ensuring effortless handoff to human agents when needed. It transformed the airline's disruption management strategy.

AT A GLANCE

INDUSTRY
Low-cost Airlines

THE CLIENT
The client is a low-cost airline of East Asia

CHALLENGE
Traditional form-based interfaces fell short during flight disruptions as users increasingly preferred conversational, app-free experiences on mobile

SOLUTION
Implemented a cloud-based conversational re-booking solution with end-to-end automation leveraging bilingual NLU, intelligent bot-to-agent handoff, and configurable IROPs policies

RESULTS
- 24/7 customer support
- 20-30% reduced call volumes during IROPS
- 60% Call Deflection (in case of IROPs)
- Improved passenger satisfaction

The client is a low-cost, budget-friendly, and no-frills airline operating primarily in East Asia. The airline serves as a short-to-medium-haul option for travelers seeking affordable fares.

The client used traditional form-based interfaces during flight disruptions. However, these interfaces were no longer capable of meeting expectations, as users preferred conversational interactions over static inputs. With rising mobile usage, they also demanded a seamless, app-free experience. These shifts highlighted the need for a more intuitive and responsive re-booking solution.

MULTILINGUAL AUTOMATION FOR SEAMLESS AND EFFICIENT TRAVEL SUPPORT

To address the challenges, the airline implemented a conversational flight re-booking automation solution capable of handling the entire re-booking flow, including payment, within the chat window, providing a seamless, app-less experience for users.

The solution leveraged Natural Language Understanding (NLU) in both English and Chinese, enabling passengers to communicate naturally while allowing the automation solution to learn and improve over time. For complex scenarios, the chatbot supported bot-to-agent handoff, with full chat history visible to the agent for a smooth transition. The system was built on a scalable cloud infrastructure with configurable IROPS (Irregular Operations) policies and business rules, ensuring flexibility and resilience across dynamic operational environments.

REDUCED CALL VOLUMES, LOWER CONTACT CENTER COSTS, AND IMPROVED PASSENGER EXPERIENCE

The automation solution significantly lowered contact center operational and training costs by automating the re-booking process and reducing reliance on live agents. With a 24/7 instant support system in place, passengers were able to self-serve during flight disruptions, leading to a 20–30% overall reduction in call volumes and up to 60% call deflection in the case of IROPs.

This not only improved passenger experience but also enhanced operational efficiency and scalability during high-demand periods.