



# 89% Backlog Reduction and Superior Customer Experience with Smart Outsourcing and AI Innovation for a Leading Airline



IGT Solutions' domain expertise, AI innovation, and process reengineering helped the client reduce backlogs, cut costs, and deliver a faster, more seamless experience for the passengers.



The client is a leading European airline group struggling with a massive backlog of over 160,000 customer claims. The problem stemmed from fragmented processes, siloed teams, and weak quality controls that created delays, inefficiencies, and poor customer satisfaction. Manual processing further slowed turnaround times, with claims taking up to 45 days to resolve, undermining customer trust and operational efficiency.

The airline also grappled with lengthy 20-week agent onboarding and high operational costs, further slowing resources and recovery efforts.

## DRIVING CLAIMS TRANSFORMATION THROUGH EXPERTISE AND TECHNOLOGY

The airline partnered with IGT Solutions to address the challenges and launch a multi-pronged strategy combining centralized expertise, process reengineering, and digital innovation. The key interventions were:

- **Center of Excellence (COE):** Centralized claims management expertise to drive efficiency and consistency
- **Redesigned Claims Flow:** Reengineered end-to-end processes for higher productivity and faster resolution
- **Strengthened Quality Framework:** Introduced stricter review mechanisms to minimize errors and rework
- **Accelerated Onboarding:** Reduced training time with structured enablement and technology-driven workflows

Digital transformation, driven by AI-powered automation, claim summarization, and cloud infrastructure, streamlined processes and improved scalability. IGT Solutions' team enabled self-service platforms to further empower customers with faster claim filing, rebooking, and refunds, enhancing overall service quality and experience.

## BACKLOG TO BREAKTHROUGH WITH REDUCED CLAIMS AND FASTER TRAINING

The transformation delivered significant business impact, reducing the claims backlog from 45 days to under 5 days (~89% reduction) and more than doubling agent productivity. Quality scores improved from 48% to 87%, while agent training time was shortened from 20 weeks to just 6 weeks, cutting training costs by 70%. These improvements not only drove substantial cost savings but also enhanced customer experience, strengthened NPS scores, and ensured faster, more accurate claim resolutions.

Smart outsourcing, AI automation, and process reengineering helped the airline build a scalable model for efficiency and enhanced customer experience.

## AT A GLANCE

### INDUSTRY

A Leading Airline

### THE CLIENT

The client is a leading airline group in Europe.

### CHALLENGE

Backlog of 160,000 claims caused by fragmented processes, weak quality controls, manual handling, and long agent onboarding cycles caused delays, high costs, and poor customer satisfaction

### SOLUTION

Centralized expertise, reengineered processes, and AI-driven digital innovations created scalable operations that improved efficiency, reduced errors, and enhanced customer experience through faster, self-service-enabled claims management

### RESULTS

- ~89% reduced claims backlog
- +120% enhanced agent productivity
- 70% reduced agent training time
- Enhanced customer experience