![IGT SOLUTIONS]

CASE STUDY

185% Productivity Boost and Reduced AHT With Workforce Optimization and Chat Concurrency for a Low-Cost Airline

Your team was the driving force in closing knowledge gaps, easing pain points, and keeping things running smoothly through every challenge—that's what sets you apart.

Senior VP – Service Delivery

The client is a low-cost carrier enabling affordable travel across the US.

The client experienced rapid business expansion coupled with a significant shift toward digital customer service channels, resulting in an unprecedented increase in chat volume. Simultaneously, frequent operational disruptions further pressurized service demand. Despite these mounting pressures, the company maintained existing global capacity levels without expanding partner networks or increasing headcount. It led to widespread agent burnout and decreased service quality.

SCALABLE CONCURRENCY UPLIFT AND WORKFORCE OPTIMIZATION

The client engaged IGT Solutions to address capacity constraints through a comprehensive operational enhancement initiative. The goal was to increase chat concurrency from two to four simultaneous interactions per agent while sustaining and improving Customer Satisfaction (CSAT), Average Handle Time (AHT), and Service Level Agreements (SLA). This transformation aimed to boost productivity, optimize resources, and balance workloads across the partner network.

IGT Solutions applied a four-phase consulting framework:
- **Discovery**: Assessing operational challenges and performance baselines
- **Design**: Creating tailored solutions
- **Pilot**: Testing and validating interventions
- **Scale:** Enterprise-wide rollout with continuous optimization

Through intelligent analytics, IGT Solutions improved workload prediction and distribution, introduced targeted resolution strategies, enabled flexible staffing, enhanced efficiency via automated responses, and streamlined communication templates.

OPERATIONAL TRANSFORMATION, BOOSTED EFFICIENCY AND PRODUCTIVITY

The engagement delivered a 185% productivity boost by increasing chat concurrency from 2 to 4, tripling daily output from 21 to over 60 chats per agent. Monthly chat volumes doubled from 60K to 120K, with completion rates reaching up to 67%—well above the 30% industry benchmark. The FTE requirement dropped by 47% (from approximately 450 to 230), driving substantial cost savings. Enhanced bots and self-service tools resolved generic queries, further reducing volumes. AHT decreased by 8% within the first 60 days, repeat contacts declined, and Customer Satisfaction remained strong. Leveraging intelligent analytics, the team optimized workload prediction and balanced distribution across the network— maximizing utilization while preventing burnout. Encouraged by these outcomes, the client plans to implement Agentic AI within six months to achieve further gains.

AT A GLANCE

INDUSTRY
Low-cost Airline

THE CLIENT
The client is a US-based low-cost airline.

CHALLENGE
Rapid business growth, increased digital adoption, and operational disruptions triggered a surge in chat volumes that led to saturation, agent burnout, uneven workloads, and mounting backlogs.

SOLUTION
Implemented a structured, four-phase transformation that sustained a concurrency uplift to four chats, optimized load distribution, enhanced forecasting and queue management, reduced unnecessary volume, and improved both productivity and customer experience.

RESULTS
- 185% Productivity Boost
- Maintained up to 67% Chat Completion Rates
- 47% Reduced FTE Requirement
- 8% drop in Average Handle Time within the first 60 days