



HOW CHATBOT INNOVATION REDUCED CX COSTS BY 50% IN THE AIRLINE INDUSTRY

CONCENTRIX + Webhelp

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About Webhelp + Concentrix

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Context

Navigating the digital transformation journey in the airline industry

Amid rapid digital evolution, the airline industry must adapt to new technologies and customer service expectations to stay afloat. Shifting from traditional, labor-intensive services to efficient, automated digital channels has become essential.

For airlines looking to expand into a broader global network, delivering consistent and high-quality CX becomes challenging due to varied customer expectations, cultural nuances, technical infrastructure, and language barriers.

Building a robust digital customer service infrastructure in every new market can be costly and time-consuming. Such an approach could slow growth, allowing competitors to swoop in and capture market share.

The ideal solution for airlines is a strategy that enhances efficiency when scaling operations as a truly digital-first business—a balancing act that Webhelp tackled together.



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Client challenges

Responding to digital needs during a pandemic

A low-cost legacy airline from Latin America needed to adopt automated tools and digital channels for better efficiency and improved customer service.

The onset of COVID-19 in 2020 catalyzed change within the company. Pre-pandemic, the airline primarily relied on voice for customer interactions, accounting for about 95% of transactions. Its chatbot used basic Q&A functionality and was largely ineffective, handling only 5.3% of customer service volume and resolving less than 20% of issues, despite transactional workflows making up around 65% of the company's customer interactions.

As flights grounded, the brand experienced initial surges in customer interactions followed by a lull and another surge when flights resumed.

Facing this crisis head-on, the company sought Webhelp's expertise to pioneer its digital transformation journey.



Airline Stats

- \$2 billion annual revenue
- 16,000+ employees
- 260,000+ annual flights



Pain points

- Legacy system dependency
- Over-reliance on voice interactions
- An ineffective Q&A-driven chatbot
- Increased customer interactions during a pandemic

Budget constraints limited the number of customer service agents from a planned 2,000 to around 1,000, leading to customers waiting more than two hours for support.



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Our game-changing approach

Our solution is based on three key strategies

1. Provide automation and self-servicing tools

We deployed an **advanced chatbot** capable of providing meaningful interactions with customers during complex processes like reservation management and ticket purchases. Trained on more than 85 processes and 4,000 frequent queries, it successfully handles up to half a million transactions per month, generating significant savings for the airline.

We also designed a digital widget for the chatbot on the company's main webpage, enabling seamless switching between the website and a WhatsApp conversation, depending on the client's preference. This additional feature was a foundation for further enhancements and channel activations during the airline's digital transformation.

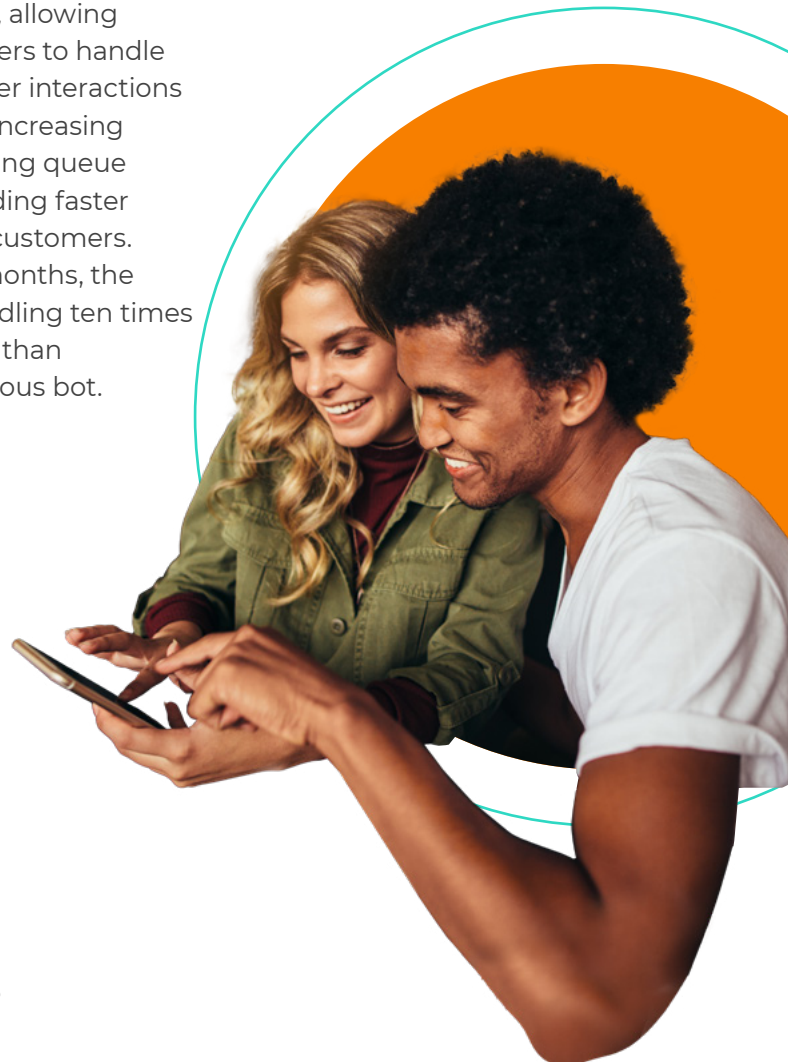
2. Facilitate access to digital channels

An **Interactive Voice Response (IVR) deflection** strategy was essential, encouraging customers to transition to chat channels from voice channels by offering faster response times and more comprehensive service.

This technique pushed over 30% of voice interactions to the new chatbot, allowing our game changers to handle multiple customer interactions simultaneously, increasing efficiency, reducing queue times, and providing faster service to more customers. In less than six months, the chatbot was handling ten times more customers than the brand's previous bot.

3. Guarantee end-to-end service

Lastly, we implemented a **payment link** to improve the ease and security of transactions. It enables the chatbot to gather credit card information from the customer and apply payments. This tool enhances customer convenience and secures sensitive data by preventing a direct exchange of information during chat conversations.



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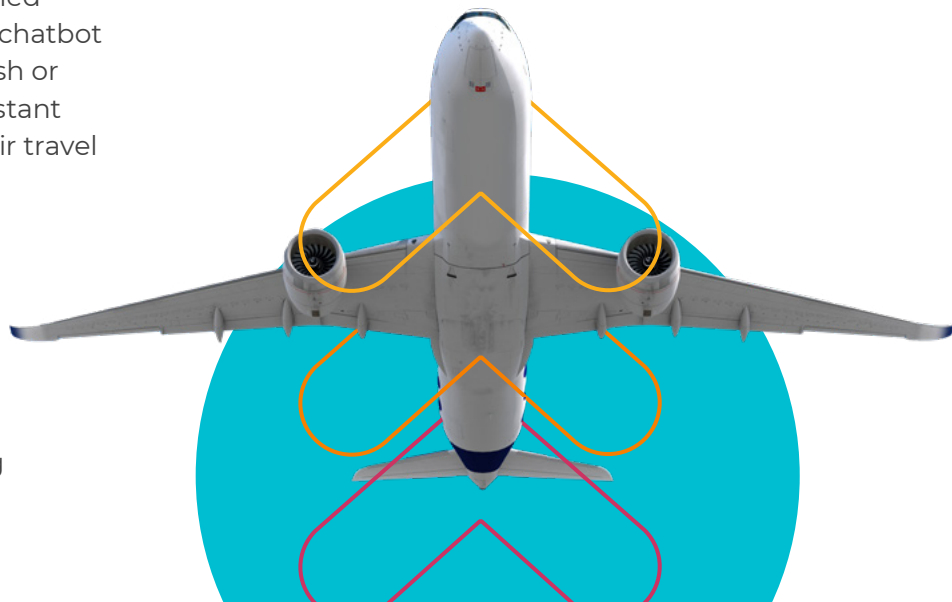
Results from the partnership

The airline's digital transformation, powered by Webhelp's hybrid chatbot, has led to significant operational improvements. By spearheading this digital shift, the chatbot provides enhanced customer service, boosting profitability and reducing operational costs to support the company's low-cost brand strategy.

Capable of handling multiple different processes and thousands of frequently asked questions, the solution has significantly streamlined customer interactions. Not only is the chatbot ready to attend to customers in Spanish or English, but customers also receive instant responses, significantly improving their travel experience.

The chatbot's scalability allows us to handle a high volume of inquiries simultaneously and support high traffic deviations—a common challenge in the airline industry. It has integrated seamlessly across various customer channels, facilitating a rise in transactional workflows.

Many similar airlines use an industry-standard suite of complex applications, so we built effective connections to these solutions into the chatbot to enable adoption throughout the sector. Plus, the managed processes behind the solution are present in various industry segments, making it simple to replicate and adapt the chatbot to different clients while leveraging the experience gained.



The chatbot's handling of interactions was 50% more cost-effective than human agents



Gross margin increased by 8% on average for digital channels.



The solution achieved a high containment rate nearing 80%.



Efficiency gains were equivalent to approximately 375 full-time employees.



The new chatbot understands 98% of the questions received.



Continuous growth was observed in Net Promoter Score (NPS) and First Call Resolution (FCR).

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Ongoing partnership and next steps

The team behind the solution must constantly update and train the chatbot. In the early stages, daily training was necessary, and while the intensity of training decreased with the bot's maturity, the team now continues to refine and implement new workflows and questions for ongoing improvement.

During its digital transformation, the airline wanted a partner, not just a BPO vendor, who would work with the company side by side and give it more control over its tools and strategy.

As a result, Webhelp now supports the brand with over 40 lines of business, including customer service, escalations, B2B support, HR, payment methods, operational events, and social media across multiple channels such as voice, chat, and social media.

Webhelp's solutions team has been working to establish a standard process to create similar chatbots for any organization. They are collaborating with the tech enablement and the Python development teams to develop a unified approach to creating an optimal digital experience for clients.

This chatbot and our partnership with Webhelp proves that automated solutions not only save costs but also have a significant impact on customer satisfaction, provided they are well-designed and truly intelligent in serving customers.

Airline Vendor Manager



ABOUT CONCENTRIX + WEBHELP

We're Concentrix + Webhelp and we Design, Build, and Run game-changing customer journeys.

We understand customers better than anyone else can. Within billions of data-points, our engineers find and harness the insight to craft experiences that touch hearts and move markets. We believe in creating experiences that go beyond Wow; combining human talent with artificial intelligence to design, build and run truly integrated customer journeys, at scale, across the entire enterprise.

Whether you're a small company with big ideas or a leading global brand, we're not just your next-door neighbor, we're everyone's, everywhere.

It doesn't matter if your customer journey spans channels, technology, or even oceans – we've got you covered.

We're behind the scenes of the brands you rely on every day, So chances are, we've already met!



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