

Successfully Navigating the Travel and Hospitality Industry

Elevating CX and operational efficiencies for a major U.S. Airline



The client

Our client is a large commercial airline carrier in the United States offering daily services in 25 North American and Asian cities.



Business challenge

Establish new, innovative analytical discovery methods to define customer journey insights to improve the customer experience and reduce cost.



Key actions and solutions implemented

- Introduced **Customer experience-oriented engagement analytics** replacing manual QA processes with automated QA
- Deployed **web self-service and live chat assistance** to lower customer effort and lower call volumes
- Added **web support menu pick** in the IVR

Results by the numbers

