



TRANSFORMING A  
LEADING  
AIRLINE'S PASSENGER  
EXPERIENCE WITH  
XEBO.ai

# PROBLEM STATEMENT AND SOLUTION OFFERED

## AIRLINE OVERVIEW

- SERVING 1.4 MILLION PASSENGERS DAILY.
- RENOWNED FOR ITS WORLD-CLASS SERVICE AND INNOVATION.
- COMMITTED TO EXCEEDING CUSTOMER EXPECTATIONS.

## AIRLINE'S VISION

- IMPROVE PASSENGER EXPERIENCE BY REVOLUTIONIZING THE FEEDBACK COLLECTION PROCESS AND ACTING ON THE INSIGHTS
- COLLECT CUSTOMER FEEDBACK AT EVERY TOUCHPOINT OF THE PASSENGER JOURNEY

## CHALLENGES

- COLLECT FEEDBACK ACROSS ALL JOURNEY STAGES, FROM BOOKING TO POST-TRAVEL, FOR VARIOUS TRAVELER PERSONAS.
- UTILIZE MULTIPLE CHANNELS LIKE EMAIL, QR CODES, SMS, WHATSAPP, KIOSKS, INFLIGHT SCREENS, AND APPS.
- CAPTURE EMPLOYEE FEEDBACK TO IMPROVE WORKPLACE CULTURE AND RETENTION.

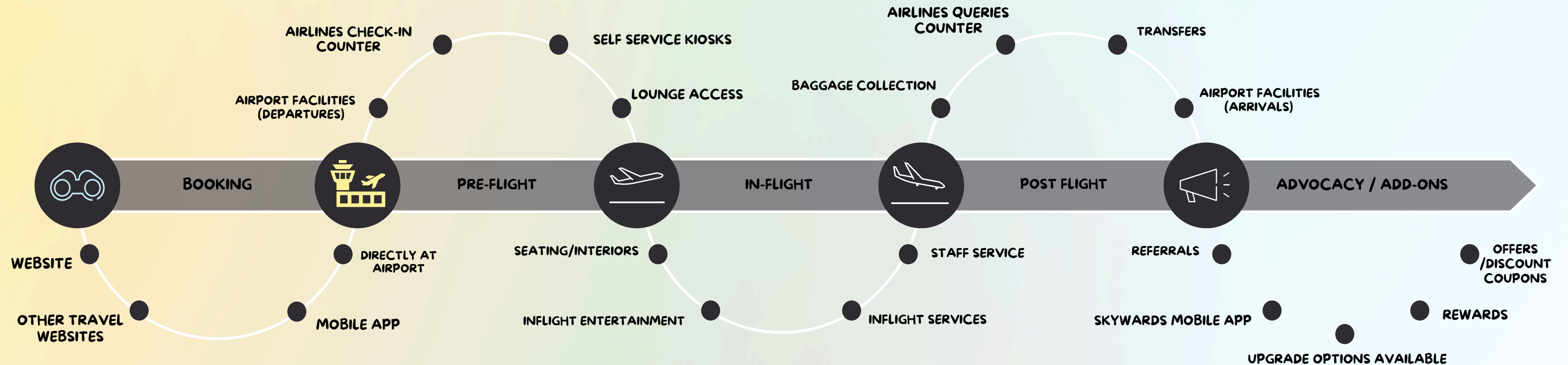
## SOLUTION OFFERED

- AUTOMATED THE FEEDBACK COLLECTION PROCESS BY SURVEYS.
- PROVIDED REAL-TIME INSIGHTS AT CRITICAL CUSTOMER TOUCHPOINTS.
- EXTENDED PLATFORM TO MONITOR THE EMPLOYEE EXPERIENCE.
- HELPED THE AIRLINE BETTER UNDERSTAND EMPLOYEE SENTIMENTS.
- AIDED IN IMPROVING EMPLOYEE RETENTION.





# CAPTURING FEEDBACK AT EVERY TOUCHPOINT



## Feedback areas

### BOOKING

Collection channels:

- WEBSITE/APP POP-UP SURVEYS
- EMAIL/SMS SURVEYS
- MOBILE APP EMBED SURVEYS

### PRE-FLIGHT

Collection channels:

- EMAIL/SMS SURVEYS
- WHATSAPP SURVEYS
- KIOSKS PLACED AT TERMINALS / LOUNGES

### IN-FLIGHT

Collection channels:

- SURVEYS ON INFLIGHT ENTERTAINMENT SYSTEM
- WHATSAPP SURVEYS
- EMAIL/SMS SURVEYS

### POST FLIGHT

Collection channels:

- EMAIL/SMS SURVEYS
- WHATSAPP SURVEYS
- KIOSKS PLACED AT TERMINALS / LOUNGES

### ADVOCACY/ADD-ONS

Collection channels:

- WEBSITE POP-UP SURVEYS
- EMAIL/SMS SURVEYS
- MOBILE APP EMBED SURVEYS

# SOLUTION IMPLEMENTATION

JOURNEY NAME	CHANNEL	SYSTEM	RESPONSIBLE TRIGGER	FREQUENCY
FLIGHT BOOKING EXPERIENCE	EMAIL	CRM	POST COMPLETION OF FLIGHT BOOKING	TRANSACTIONAL
VOICE AND CHAT	EMAIL	GENESYS	POST COMPLETION OF CALL/WEBCHAT SESSION	TRANSACTIONAL
BOOKING	EMAIL	GENESYS	POST COMPLETION OF FLIGHT BOOKING	TRANSACTIONAL
CUSTOMER EXPERIENCE SURVEY	EMAIL	SALESFORCE	48-72 HOURS POST COMPLETION OF JOURNEY PNR	TRANSACTIONAL

What you get with XEBO.ai

**22%**

INCREASED RESPONSE RATE

**21%**

LESS CHURN

**24%**

HIGHER CSAT

**18 PTS**

HIGHER NPS

**XEBO.ai**

# CUSTOMER EXCELLENCE ROADMAP – WITH

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Q1 2025  
Social Listening



Q3 2024  
Voice Analytics



Q4 2024  
CUSTOMER JOURNEY MAPPING



Q2 2025  
ONLINE REPUTATION MANAGEMENT