Case Study

A giant in the aviation sector infuses CAWI™
as the next gen digital revolution

BACKGROUND

With the rapid advancements and changes in technology, the world is going digital. New technologies have been mushrooming up, offering the numerous possibilities. Our entire day to day lives have been changed and, we are now an integral part of this value chain. Knowing that different types of tech has been ever evolving and, also considering its influential nature, Artificial Intelligence is touted to be one of the biggest influencers, ranging cross various spectrums and, verticals.

Digital Transformation by Mobinius™

With Artificial Intelligence (AI) being the next major game changer across the tech spectrum – it becomes easier for several organizations at large to be associated with the digital transformation. The advent of technology has found the way to connect at various levels, with tech seeping at various intervals of the functionalities or the process.

Knowing that this organization is a well-known global name in the aviation sector, and wanted to upgrade itself by integrating the bot functionality, delivering as a hassle free user experience. Being on the go, 24* 7, aviation sector is considered to be one of the most prime & lucrative sector which is always buzzling with activity. Being on the toes for:

- Constantly updating the user information,
- Details about the travel,
- Ticket booking,
- Ticket queries,
- Passenger grievances,
- Flight up-dation status,
- Security alerts,
- Flight info & passenger notifications,
- Travel itenary,
- Web check – in etc. Since its considered to be one of the fast growing domain integrating intelligent IT across various uses, it becomes important to understand how can one enable a digital growth.

With the tech being advanced, CAWI™ - Conversations Automated With Intelligence, it becomes Since the systems were already in place for resolving / addressing queries, it became nonetheless very important to pace up with the technology and, implement the same across the organization. Here, is where we speak about having tech being amalgamated with the regular pace of work in an organization. With AI in the right place, this is what the organization will benefit:

- Chat bots are viewed as the new, 24/7 face of customer conversations
- Will help organisations across to speak millennial
- Intelligent digital assistant help users to get quicker solutions / answers to their queries
- Bots can push relevant content to end users and test user engagement
- Bots can lead a company's personalization strategy

"CAWI™ – Conversations Automated with Intelligence"
is our end to end Bot builder.

The CAWI™ Bots Platform contains every component you need to build, train, deploy, and manage AI rich chatbots for users to engage in all communica2on channels. Robust yet flexible, it can be deployed on-premise or in the cloud, and is designed to stand up to the most complex business and IT requirements, without requiring changes to exis0ng systems, policies, or procedures. The diagram below shows the bird's eye view of CAWI™ framework.

SCOPE OF CAWI™

To ensure the uninterrupted digital growth continues, we @Mobinius™ understand, how it is to deliver the right solution, achieving zero delays. With our bot in place, we will help the user answer the query through the bot interface. The helpdesk bot is designed keeping in mind the amount of the data queries, grievances to be addressed, the inflow of the queries to be handled, the user info to be gathered and, more importantly – all these being handled without a single delay in this entire process.

The complete process of support system between ITQ and their customer happens in a manual way to support the end user's airline ticket and related issues. ITQ would like to automate the process by using Chatbot and AI to improve the customer experience by proving quick and seamless resolution to issues.

1. Implementing Chatbot which will be used by all the customers of ITQ (Travel Agents) as well as ITQ helpdesk.
2. The same shall be integrated with the current (Smartpoint) terminal – the ticket logging issue or any other issues will be done on the CAWI™ interface.

With CAWI ™ in place, we focus on increasing the efficiency & enhancing the entire process for smooth operations, where in the end user here are the (travel agents – the online travel biggies) who would be able to contact the airlines directly in case of any issue addressed by the user. So, instead of being a long time on the calls, awaiting revert from the customer care or for any more info to be addressed, the bit would revert or reply to the query directly.