

IATA

AVIATION

DATA & DIGITAL

WEBINAR SERIES

**DATA &
DIGITAL
CAPABILITIES
DURING CRISIS**



EPISODE 2 (CUSTOMER SERVICE)

 **LIVE** WEBINAR WILL START SHORTLY ...



Wednesday 6 May 2020

15:30 – 17:30 CEST

Sponsored by:



mindsay

#StayStrong #WeAreAviation #StrongerTogether



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EPISODE 2 (CUSTOMER SERVICE)

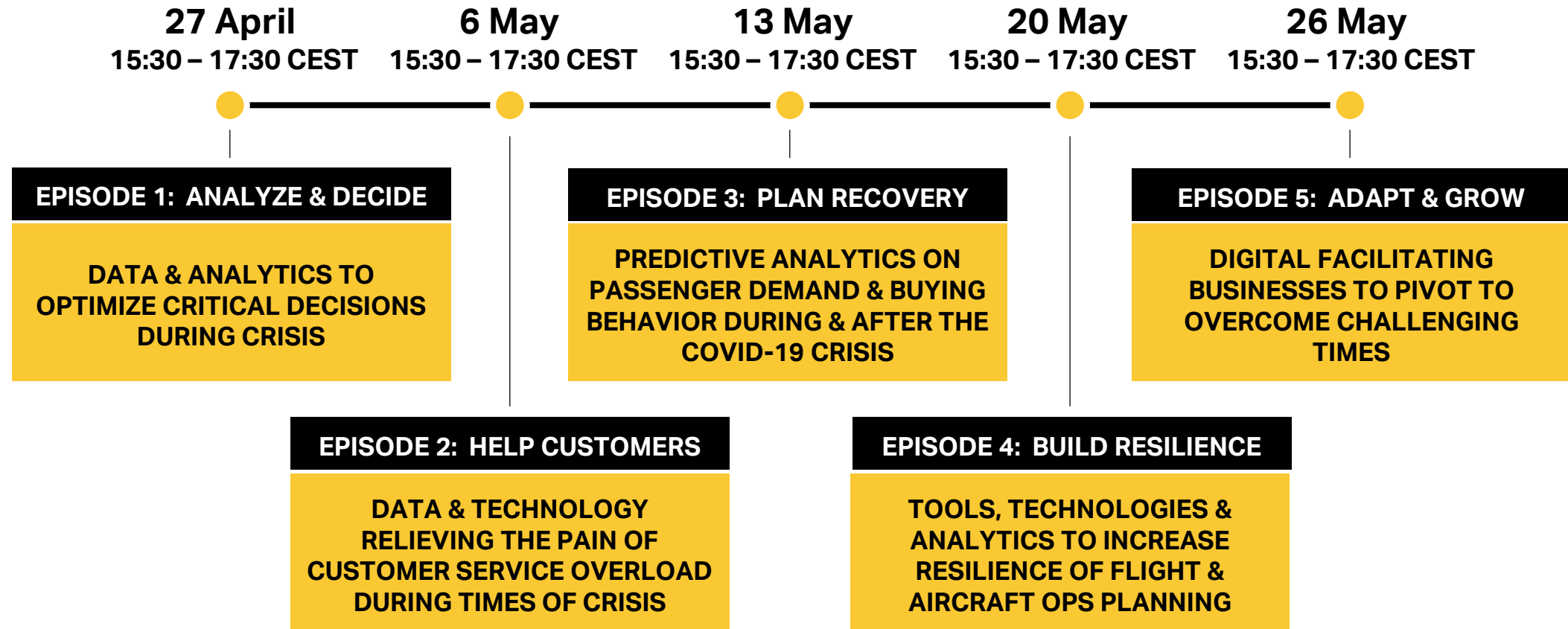


● **LIVE** PRESENTATION IN PROGRESS

Welcome and Opening

Houman Goudarzi
Head of BI & Industry Engagement, IATA

Aviation Data & Digital Webinar Series



For more information & Registration go to:

iata.org/addws

► AVIATION DATA & DIGITAL WEBINAR SERIES **EPISODE 2 SPEAKERS**



Alexander Csidei
Social Mediahub Manager,
KLM



Ambra Roveda
Head, Customer Service, CSC,
IATA



Gabriel Perdiguero
Chief Transformation Officer,
Iberia



Guillaume Laporte
Founder & CEO, Mindsay



Dr. Joe Leader
CEO, APEX & IFSA



Meltem Uysaler
Director, Customer Service
Center, IATA



Houman Goudarzi
Head of BI & Industry
Engagement, IATA
(Moderator)

This episode is sponsored by:



► RELIEVING THE PAIN OF CUSTOMER SERVICE OVERLOAD DURING TIMES OF CRISIS



Webinar Synopsis: COVID-19 is having a major impact on the customer service of airlines and the wider aviation and travel industries. Data & technology can help relieve the pain and optimize the use of existing capacity. In this webinar, we'll explore all the options, leveraging best practices, data, and available technologies.

Moderator: Houman Goudarzi, Head of BI & Industry Engagement, IATA



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Keynote: Leveraging data & digital to decrease pressure on customer experience resources, and minimize the pain for customers.

Dr. Joe Leader
CEO, APEX & IFSA

15:55 – 16:15

Keynote: The power of AI-driven chatbot technology during times of crisis

Guillaume Laporte
Founder & CEO, Mindsay

16:15 – 16:25

Keynote: Insights from Iberia: Conversational AI role during COVID-19

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Chief Transformation Officer, Iberia

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Keynote: From Customer Service to Customer Impact

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Leveraging Data & Digital to “Flight Back” vs COVID-19

IMAGE COURTESY APH



Dr. Joe Leader

APEX/IFSA CEO
(Airline Passenger Experience Association)
(International Flight Services Association)



Our mission Today vs COVID 19

- Leverage data and digital to empower customers
- Customer care and compassion are the antidotes to fear

Data, with permissions, can/needs to be shared among airlines, alliances, and travel industry components to be complete, robust, and inclusive of the entire **door-to-door journey**



FROM BOOKING
TO CHECK-IN



ON-THE-GROUND
PERMISSIONS



ON-AIRCRAFT
PERMISSION



BORDER CONTROL



SECURITY



ARRIVAL

TRENDING CONVERSATIONS & THEMES

HEADLINES

The largest, interesting trends and conversation topics generated

Passenger confidence in airlines has taken a hit throughout this pandemic, particularly those failing to address concerns through communications and customer service channels. Travelers are looking for responsive and considerate customer service to help them navigate through the disruption, and frequent flyers are concerned about the validity of their miles and demand for flexible redemptions policies. Many are suffering financial uncertainty and are looking to airlines for support at this time.



SIGNALS

How conversation themes are changing over time

Passengers have been most concerned about enhanced safety measures from airlines, including sanitary efforts and product provision, as well as loyalty status and refunds. In the future, passengers will look for airlines that prioritize their inflight safety, release clear communications, and protect their financial wellbeing.

	Volume	Growth	Sentiment
Maintaining Status	6,150	4,060%	+3 -6
Screenings	90,739	1,433%	+14 -34
Sanitary Efforts	90,123	957%	+10 -69
Travel Restrictions	169,135	760%	+8 -62
Difficulty Finding Information	324,733	405%	+8 -72
Sanitary Products	901,585	283%	+15 -45
Food Inspection	3,436	142%	+10 -70
Refund Issues	50,625	90%	+7 -60

DRIVERS

CATEGORY CONVERSATIONS

During this difficult situation, ensuring that travelers feel cared for should be airlines' top priority. Currently, compassionate front-line representatives and proactive safety measures are driving much of the positive conversation. However, there is much room for improvement, particularly within communication and compensation.

POSITIVE DRIVERS

COMPASSIONATE CUSTOMER SERVICE

All Nippon Airways is leading the charts, followed closely by Qatar. Passengers of these airlines will be more likely to reengage in the future on account of an appreciation for the accommodations made by cabin crew during these times.

PROACTIVE MEASURES

Passengers believe Qatar to have taken significantly greater proactive measures during this crisis. An ability to stay ahead of challenges and perform well will likely drive passenger trust in an airline going forward.

COMMUNITY SPIRIT

KLM is leading the pack in driving community spirit. Many passengers have had a difficult time contacting customer service reps and have turned to other passengers to find solutions. This community consolation will help to build and retain customer relationships.

Volume: 1,843,902
Sentiment Growth: ↑296%
Sentiment: +22 -31

Volume: 80,563
Sentiment Growth: ↑91%
Sentiment: +30 -57

Volume: 359,516
Sentiment Growth: ↑81%
Sentiment: +29 -47

NEGATIVE DRIVERS

SLOW RESPONSE TIME

While passengers are understanding of the high volume placed on customer service at this time, frustrations only grow when they are given unreasonably long wait times, are unable to reach a representative (online or off), or not responded to at all.

FINANCIAL CONCERNS

Many passengers are struggling to get refunds without having purchased traveler's insurance. This is a particularly large concern for those who purchased through third party sites and are only able to receive vouchers or credits for cancelled flights.

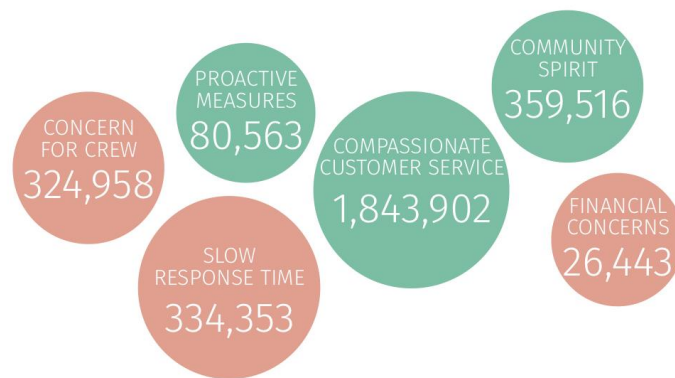
CONCERN FOR EMPLOYEES

With many crew members getting furloughed and others placed at high risk while traveling, travelers want to see that airlines are not only looking out for passengers, but for their staff's well-being as well.

Volume: 334,353
Sentiment Growth: ↑38%
Sentiment: +19 -55

Volume: 26,443
Sentiment Growth: ↑72%
Sentiment: +21 -56

Volume: 324,958
Sentiment Growth: ↑20%
Sentiment: +28 -62





Our mission Today vs COVID 19

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- Customer care and compassion are the antidotes to fear

Airline Core Rules During COVID-19 Downturn

FOCUS
on what you
have

ADD
what you
actually need

IMPLEMENT
quickly,
efficiently

What Do You Digitally Have Already to Fight COVID-19?



Wealth of
customer data



Airline and channel apps,
website, social, email,
chat, text messaging



IROPS
Tools

What Do You Actually Need?



Tools to leverage
your data into action



Automation of channel apps,
website, social, email, text



Repurposing
of IROPS

The Airline Rapid Reaction Plan

Proactively engage
customers



Emphasize compassion



Eliminate hold times



Inspire customers for
retention



Automate customer service



Digitally empowering
front-line airline
professionals




Proactively Engaging Customers

Recognize
that
customers
with any
travel plans
want
certainty

Proactively
give customers
certainty via
digital
channels

Express a
policy of care
that engenders
trust

Eliminate Hold Times



- Every airline: get an automated callback service now

- Every airline phone number in the world can have one for nearly negligible costs

- Enable customers to set a future call appointment time via phone

Automate Customer Service: Your Tools

1

Leverage your airline app, website in ways not envisioned

2

Airline app becomes COVID-19 journey management

3

Website becomes relevant information on next journey

4

Turn IROPS tools into COVID-19 automated rebooking

Automate Customer Service: Chatbots and Beyond



1

Chatbots work only if intelligent, empowered

2

Leverage chatbots, but clearly communicate customer chat hold times

3

Direct messaging with customers with a focus on automated turn-time responses



Leverage the use of PEDs to enable continuous communication beyond the fuselage and door-to-door. Enable **PEDs as second screens for communication with IFEC systems**, and integrate IFE and connectivity in **enhancing communications** in a new COVID-19 world.

Emphasize Compassion

- 1 Customers understandably want refunds in face of uncertainty
- 2 Innovative airlines providing
 - Automated fund protection
 - Limitless flexibility (e.g. Southwest)
 - Increase in value
- 3 Incentivize your customers to return with you



Inspire Customers for Retention

- Dreaming beyond today
- Business class dream trip
- Travel pass options
- PlusGrade Airline Travel Certificates

Digitally Empowering Frontline Professionals

- Empower airline employees for “single pass” service
- Customers know HUCA
- Consistency in data and digital are key

In Summary

- COVID-19 a transformational moment
- Airlines that leverage data and digital to SERVE with CARE will be the airlines that SUCCEED FIRST in our “Flight Back” for our industry

Join APEX/IFSA alongside IATA in ADVANCING OUR AIRLINE WORLD



CONNECT

with every major airline and airport



CREATE

solutions to change our world



LEAD

the future of passenger experience

Dr. Joe Leader, CEO
leader@apex.aero



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The power of AI-driven chatbot technology during times of crisis



Guillaume Laporte
CEO & Co-founder

guillaume.laporte@mindsay.com

 www.mindsay.com

 [@mindsay_ai](https://twitter.com/mindsay_ai)



Agenda

Part 1 Intro to Mindsay

Part 2 Data on the impact of COVID-19

Part 3 Why automate now?

Part 4 Special offer for IATA members



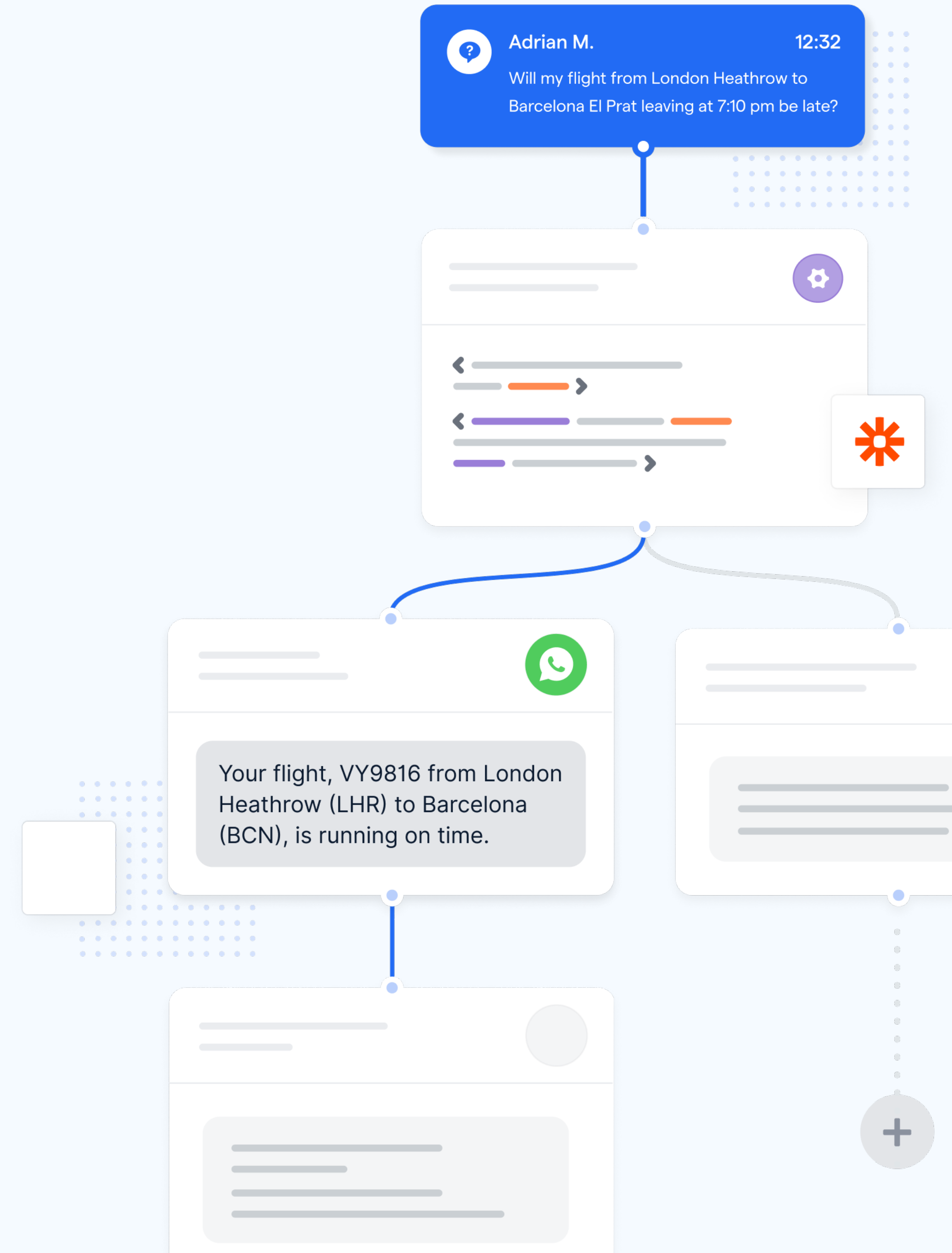


PART 1

Intro to Mindsay: Customer Experience Automation using AI



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From start-up, to scale-up.

50+

Employees

25

Nationalities

30%

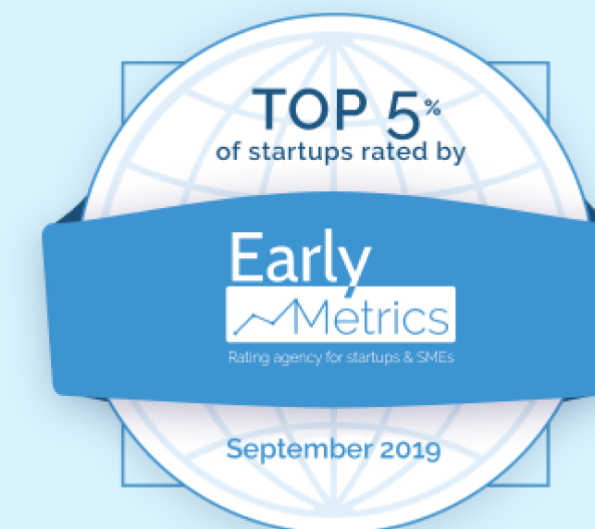
Engineers

\$12M

Total funding

2016

Founded



Scalable Automation Technology for Travel & Mobility Brands with Common Challenges



Airlines



Airports



OTAs



TMCs



Mobility



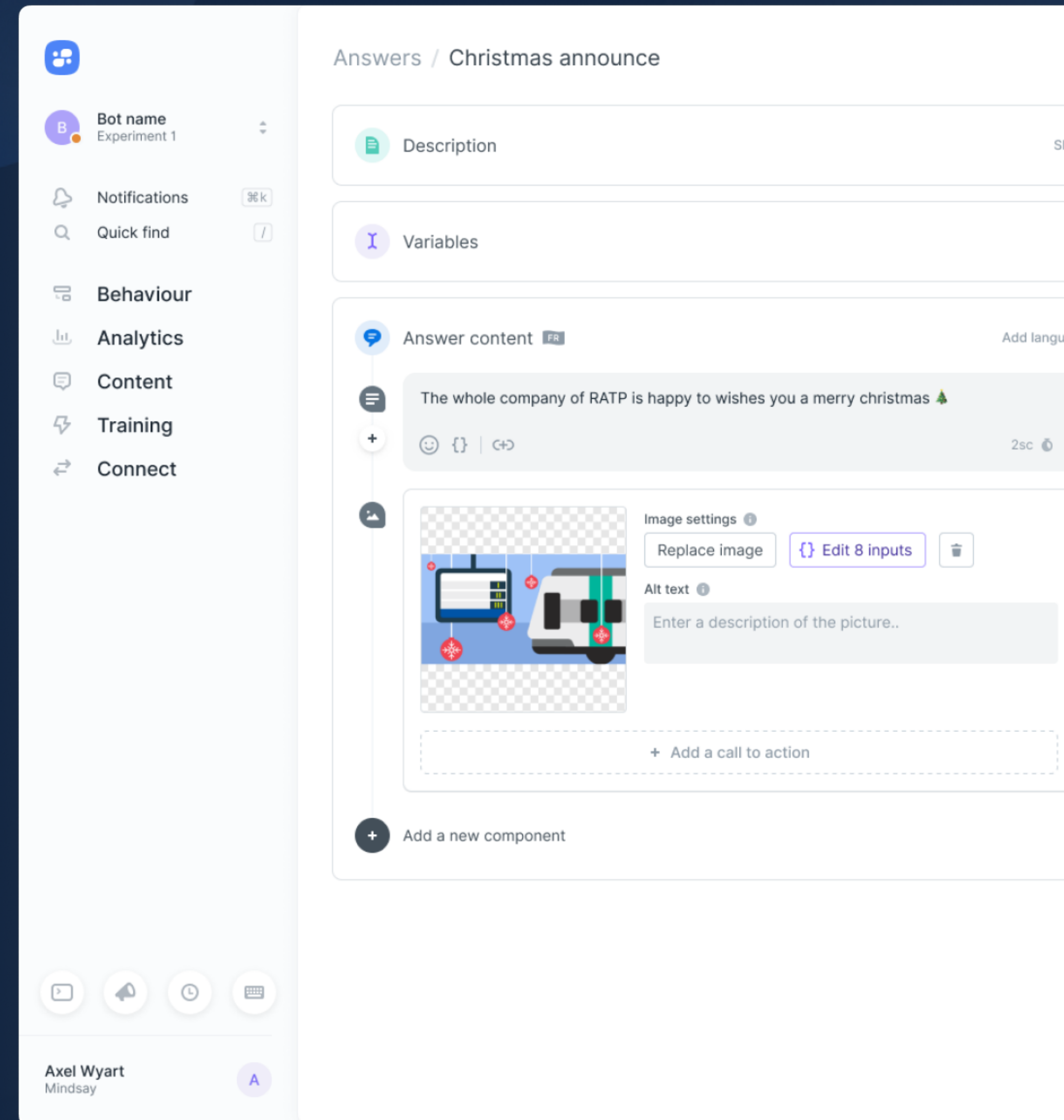
Railways



Hotels



Our CXA Platform
automates customer
conversations,
currently for
6M users per year



Pre-built workflows & use cases solving more than **500 pain points** of the traveler's experience.

Allow your
seamlessly
booking



Booking Seamlessly
manage your
booking



Cancellation Easily
cancel different trip
components



Check-in Quickly and
efficiently check-in
through the bot



Visas Get answers
questions about v
and travel restricti

Payment Get info
out payment
cies, invoices, etc.



Loyalty See special
offers and your loyalty
program status



Baggage Be informed
about baggage
allowance, costs, etc.



Flight info Get info
about delays,
cancellations, etc.



Contact Lea
contact diff
department

Allow your
seamlessly



Claims Get refunded
or file a complaint



Satisfaction Use NPS
and CSAT to manage



Parking Reserve
parking, see rates, get



Modification Mod
your booking thro

Automated messaging and AI are **having a real impact** on travel brands



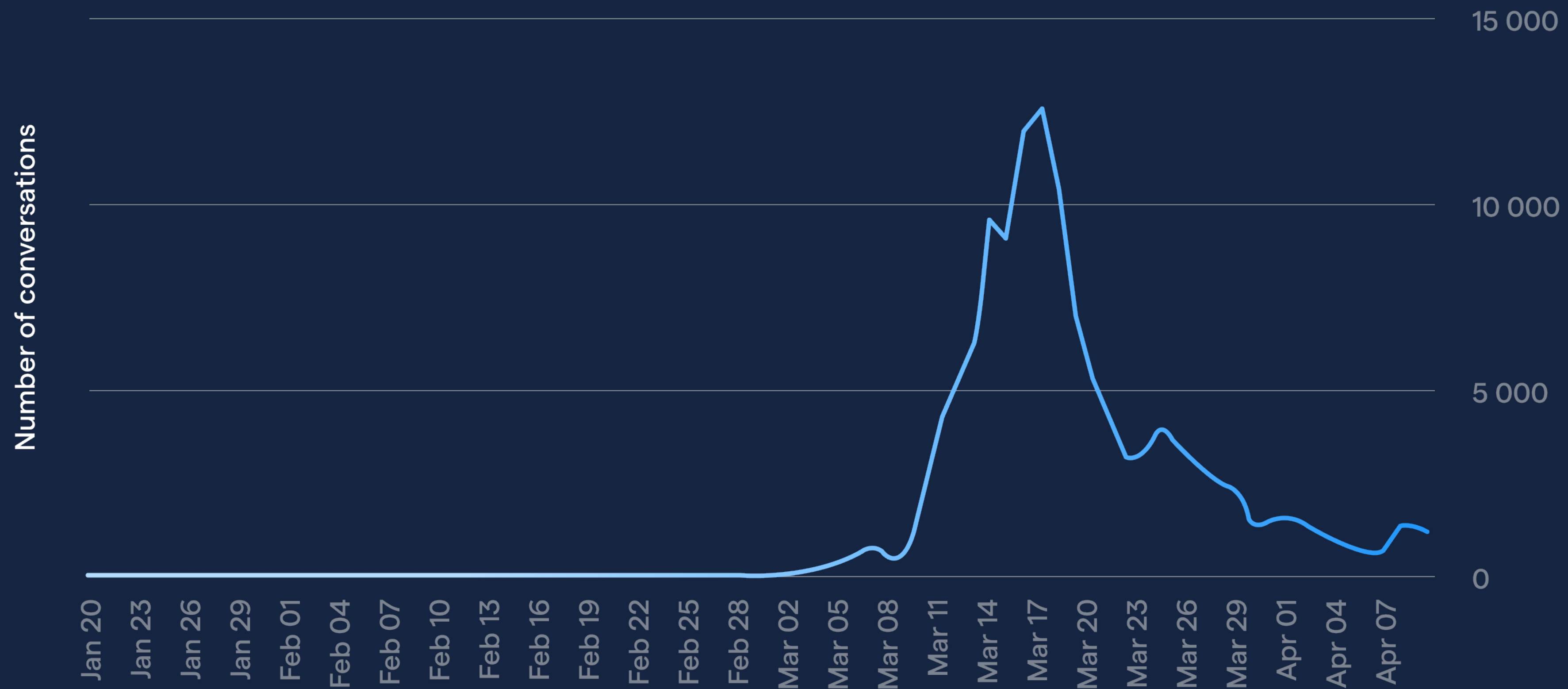


PART 2

Data on the impact of COVID-19 on travel brands



Conversations including the word "virus" or "covid"

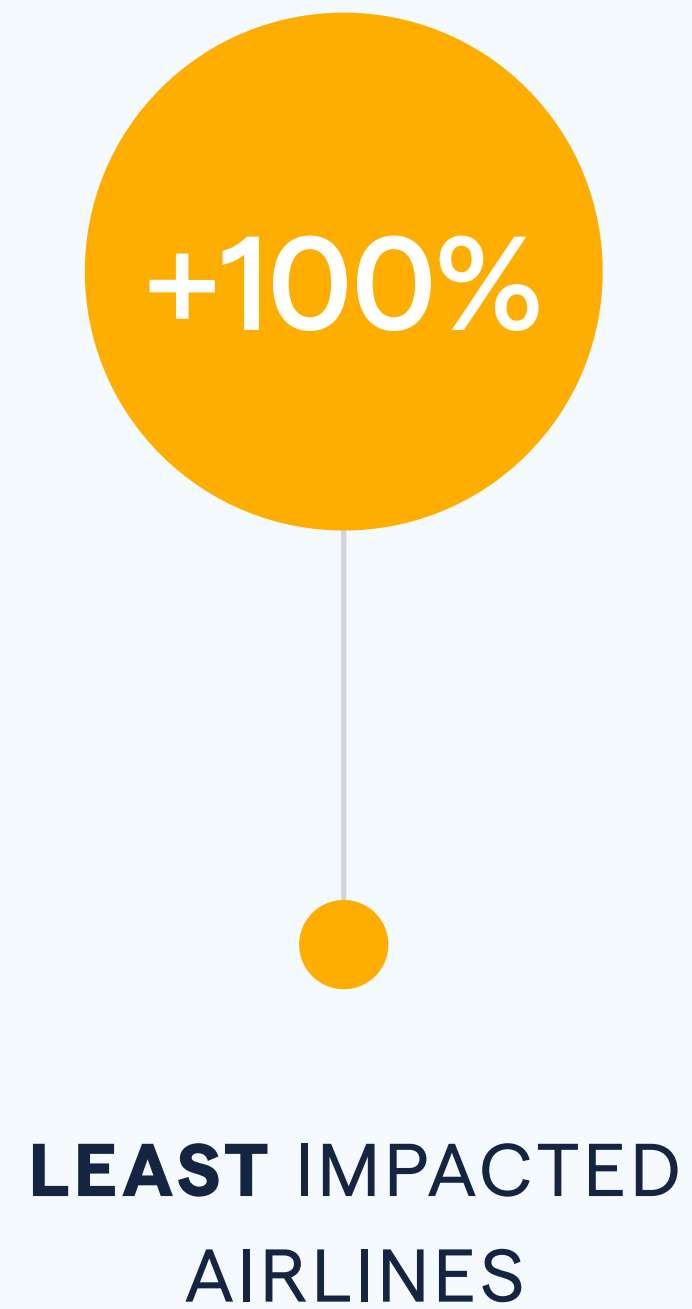


Passenger requests during COVID-19

Theses requests went from **10%** to **70%** of total demand



Increase in customer requests for airlines



Share of COVID-19 questions

LEAST IMPACTED AIRLINES



45%
of requests

MOST IMPACTED AIRLINES

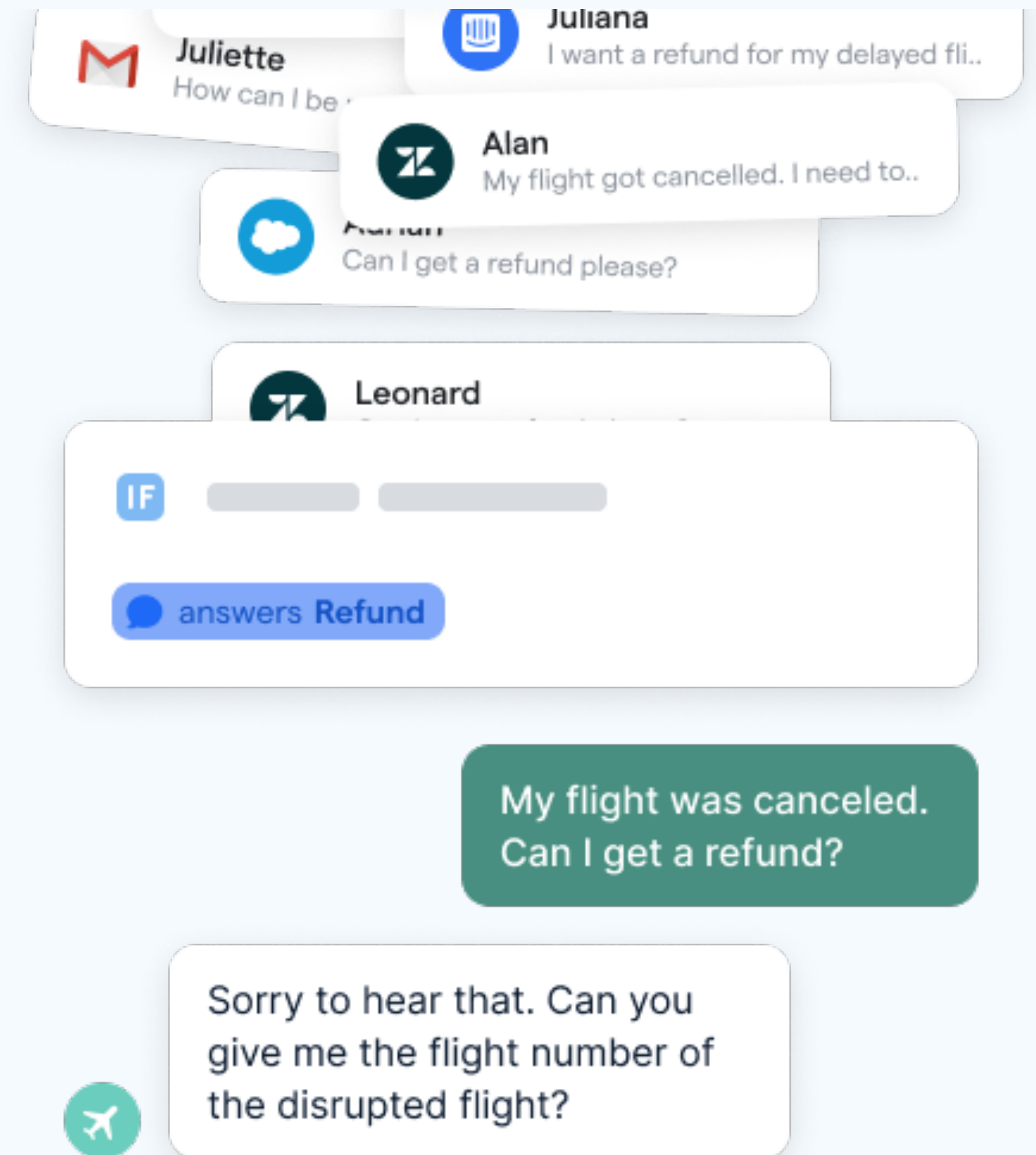


90%
of requests



PART 3

Why automate now?



Leverage the right technologies in times of crisis

RPA

+

Self-Service

+

CXA



Cut costs



Increase user satisfaction



Better utilize human agents



Reassure passengers by automatically solving complex use cases like vouchers & refunds

I want to cancel my flight
due to the coronavirus.



I can help with that. Can you give
me with your PNR and last name?

YS9B90, Gilbert



We're sorry about this inconvenience.



Your flight reservation can be
exchanged for a voucher
totaling the value of your
original ticket.



Your Airline
Economy Class



Los Angeles LAX 00:50
Departure Saturday 04 April



Tokyo HND 05:00
Arrival Friday 10 April

LAX - HND 28/03/2020

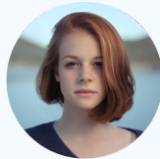
Flight modification conditions

Request voucher



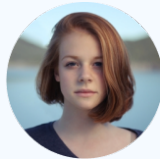
Let passengers know that **they're safe to book** and can change or cancel flights at any time

What is your cancellation policy?




You can cancel your flight at any time for a full refund.

Great. What flights do you have from New York to Miami on July 15?



Here are the flights I found from NYC to MIA on July 15:



New York - Miami
15/07/2020

06:25 → 08:40 JFK ✈ MIA American Airlines	FROM \$120
Change flight	
06:20 → 08:35 JFK ✈ MIA American Airlines	FROM \$120





PART 4

Special offer for IATA members





Free Automated Support Bot



- ✓ Special Offer for IATA Members
- ✓ FREE of charge until the end of 2020



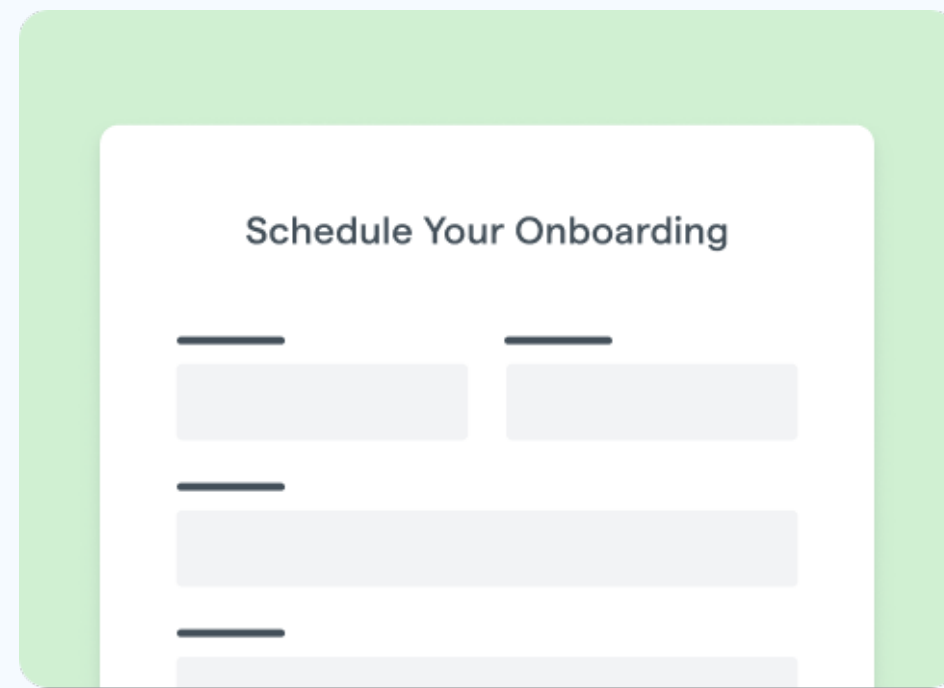
Let's get through
COVID-19 together

[Get a voucher](#)

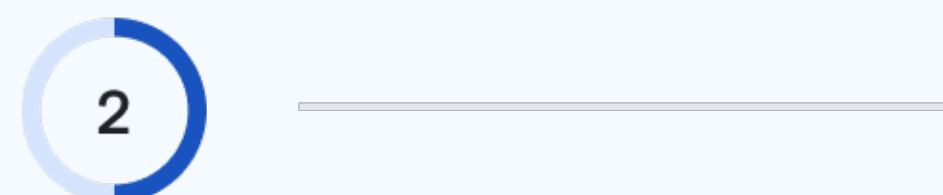
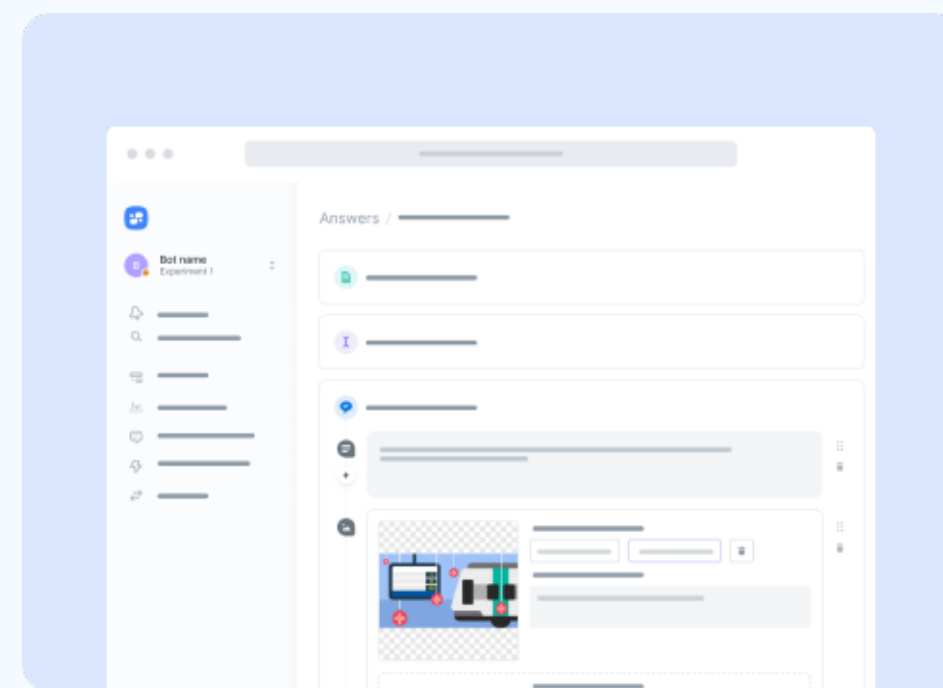
[Latest news](#)



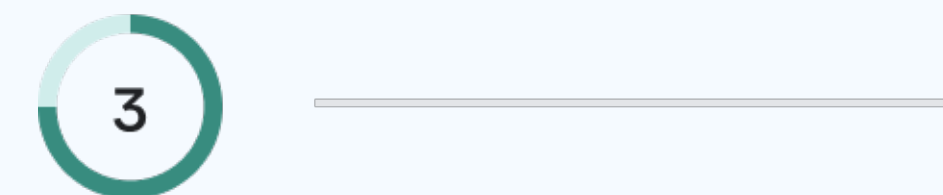
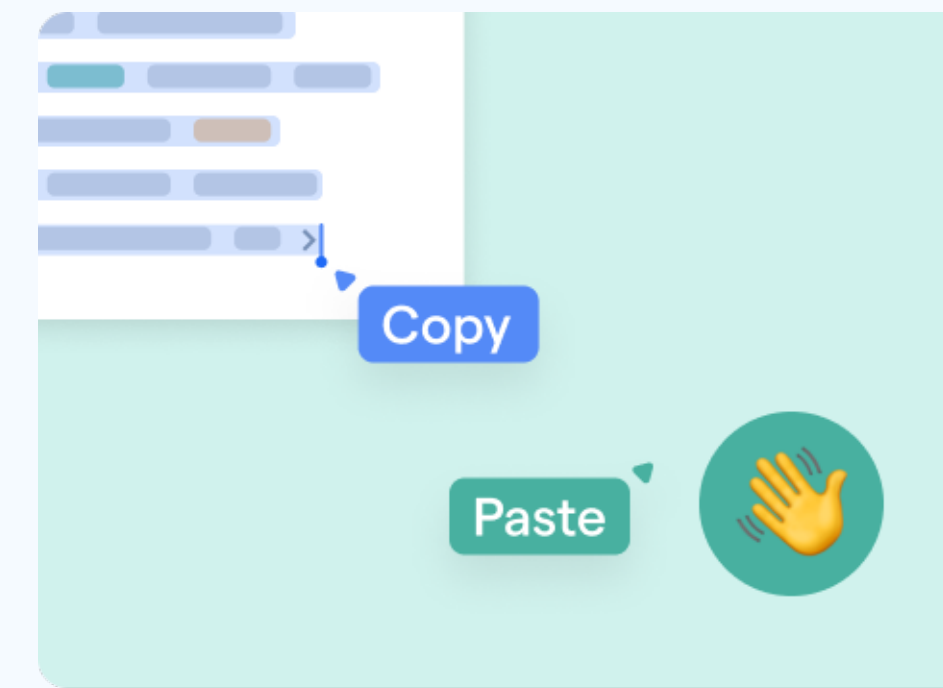
Ready to go in a few hours



Sign up for an onboarding session



Set up your bot with us during a one hour session



Add the bot with a quick copy and paste



Start automatically helping your customers



Sign up for your 1 hour onboarding session

We'll help you build your own COVID-19 support bot.

mindsay.com/iata →



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Schedule Your Onboarding

First name

Last name

What use cases do you want your bot to handle?

- ☐ Booking Management
- ☐ Booking Modification
- ☐ Cancelation
- ☐ Request Voucher
- ☐ Flight Status
- ☐ Flight Info
- ☐ Latest News
- ☐ Impacted Destinations
- ☐ Info for Travelers Currently Abroad
- ☐ Contact an Agent

What languages do you want your bot to handle?

Select the language



Build my bot

FREE
in 2020



Leading travel brands trust Mindsay.com



"A company that is always
available for our needs"

Small-Business (11-50 employees)
Oct 31, 2019



"Easy & intuitive"

Mid-Market (501-1000 employees)
Oct 25, 2019



"Among the best collaborations
with a partner company"

Mid-Market (501-1000 employees)
Oct 25, 2019





Thanks for listening!

Any questions?

Hello there 🙋

I am your virtual assistant.
I can help you change or
cancel your flight, or
answer other questions
you may have. How can I
help?



Guillaume Laporte
CEO & Co-founder

guillaume.laporte@mindsay.com



www.mindsay.com



[@mindsay_ai](https://twitter.com/mindsay_ai)

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IATA Aviation Webinar Series
Customer Service & Experience during crisis

Iberia and Mindsay
“cognitive response”

May 2020

IBERIA



powered by IAGTech



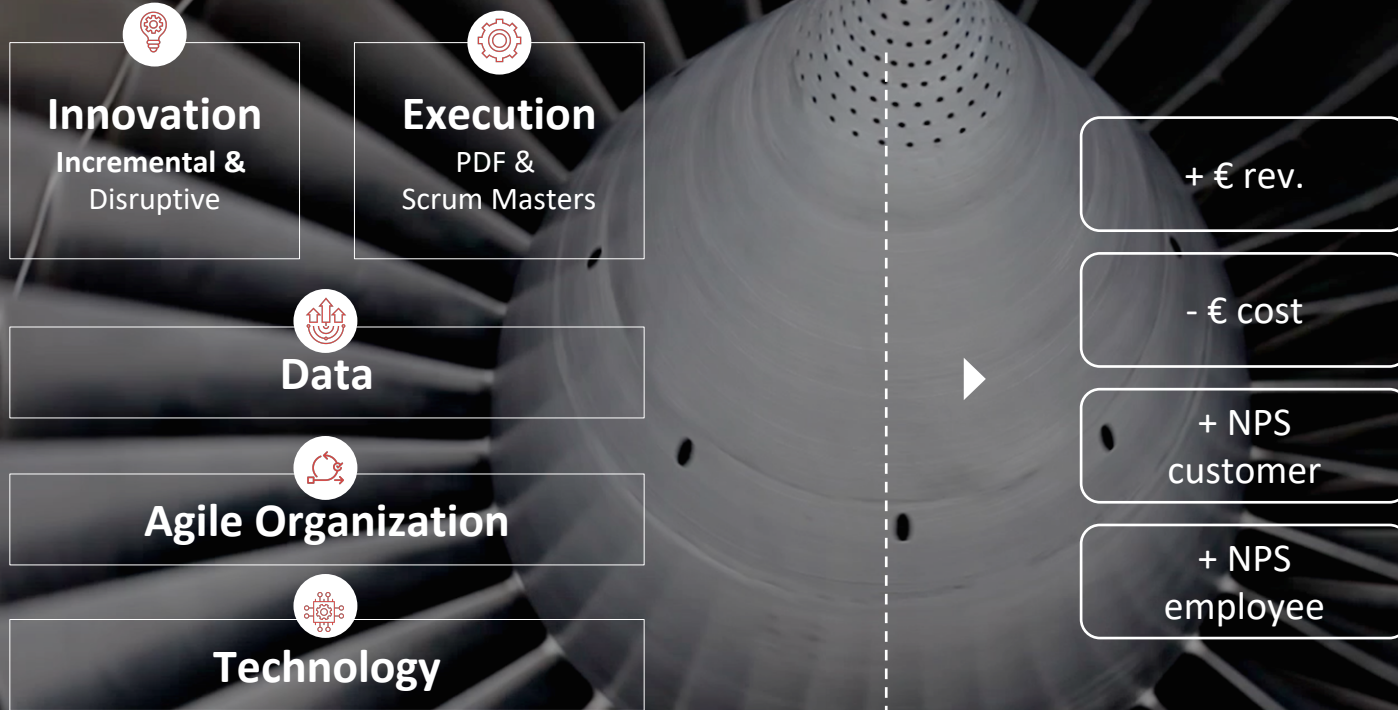
Covid19 is an unprecedented crisis. Suddenly, it is mandatory to test live all the transformation process you have gone through the last couple of years. No positive outcome would have been possible without that effort

Iberia Transformation

**Open Innovation,
Hangar 51 | Mindsay**

IB Transformation approach

Organized to generate real value



With real outcomes in most areas of the company



Connected Customer

- Digital Press
- Passenger+
- Voice
- Assistants
- TV
- Hola Madrid
- ...



Connected Operations

- Biometrics
- Crew Q&A
- Disruptions
- Auto. vehicles
- VR training
- AR Bag sizors
- ...



Data and Analytics

- Predictive Maintenance
- RevMan advanced analytics
- BI
- ...



Digital Culture

- Agile organization
- Collaboration tools (O365)
- Smart devices
- Smart Spaces
- ...



New businesses and Innovation

- Hangar 51
- Open Innovation
- Universities and Business schools collaborations

Hangar 51



« To give start-ups and scale-ups the opportunity to develop their business by accessing our airlines' resources, expertise and venture capital.

>1000

Startups
registered in H51
& SS

>30

Startups
collaborated with
IB

+5

Startups received
an investment
from IAG

2019 programme at Iberia



Previous programmes and collaborations



An Iberia Airbus A350-900 aircraft is shown in flight, banking upwards and to the right. The plane is white with red and blue accents, and the word "IBERIA" is prominently displayed in red on the side of the fuselage. The background is a dark, gradient sky with some light clouds near the horizon. Two white L-shaped corner brackets are positioned on the left and right sides of the slide, framing the central text.

COVID-19

“Cognitive Customer response”

Conversational AI's role during COVID-19

Iberia's Chatbot with Mindsay

IB CHANNELS



Web



App



Facebook messenger



Whatsapp



Voice Amazon Alexa



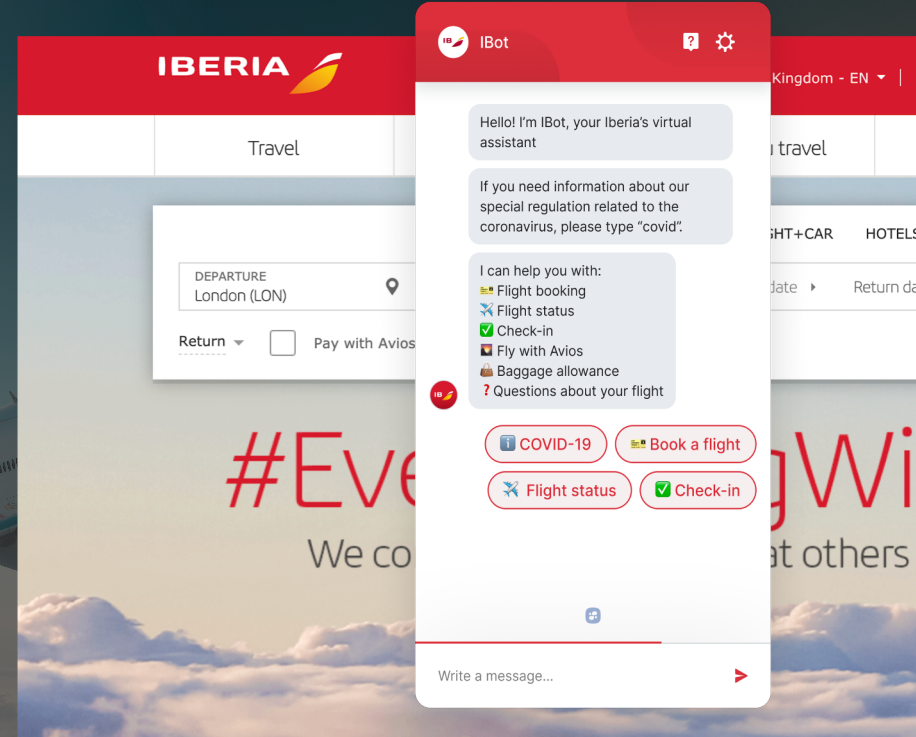
Voice Google Assistant



TV Movistar Home

IB LANGUAGES

Spanish, English



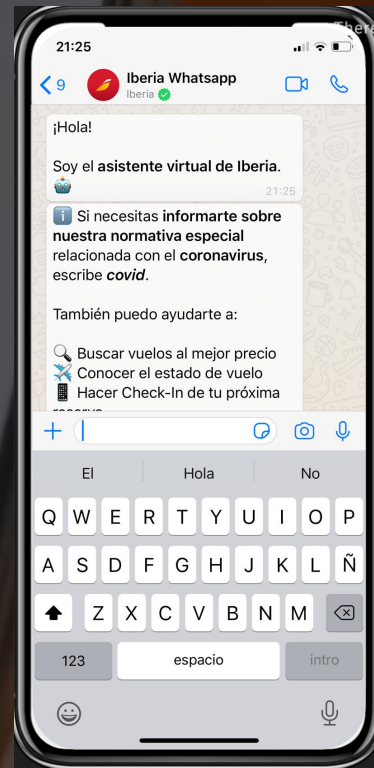
WhatsApp metrics in Covid19 Mar 2020

450k
Messages in
March
(peak = 45k/day)

+300%
messages Vs
Feb20

+50
Users'
nationalities

72%
Successful
conversations



Web, App and Facebook metrics in Covid19 Mar. 2020

250k
Messages in
March

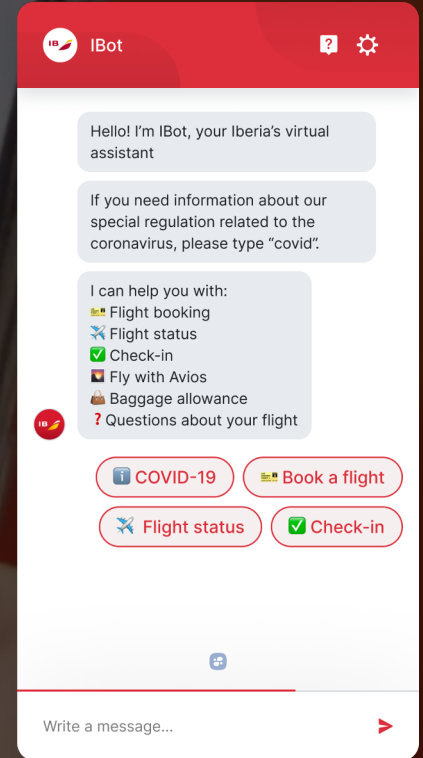
+200%
messages Vs
Feb20

Available in
50% of web
traffic

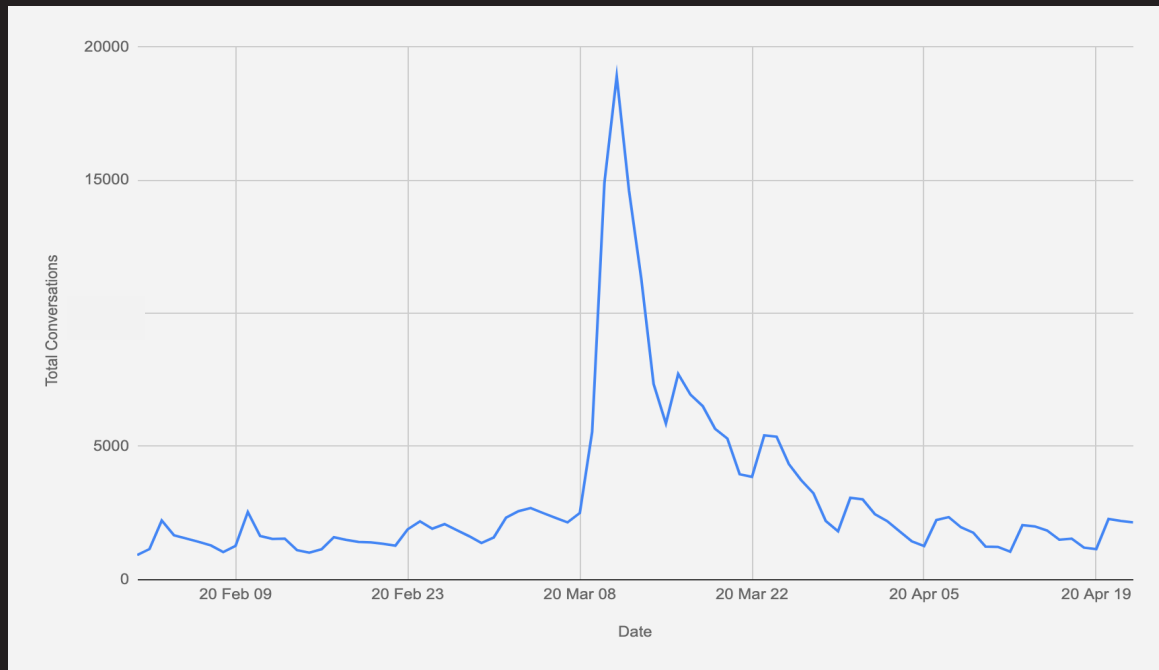
+70
Users'
nationalities

88%
Successful
conversations

First response
in Facebook
private
messages

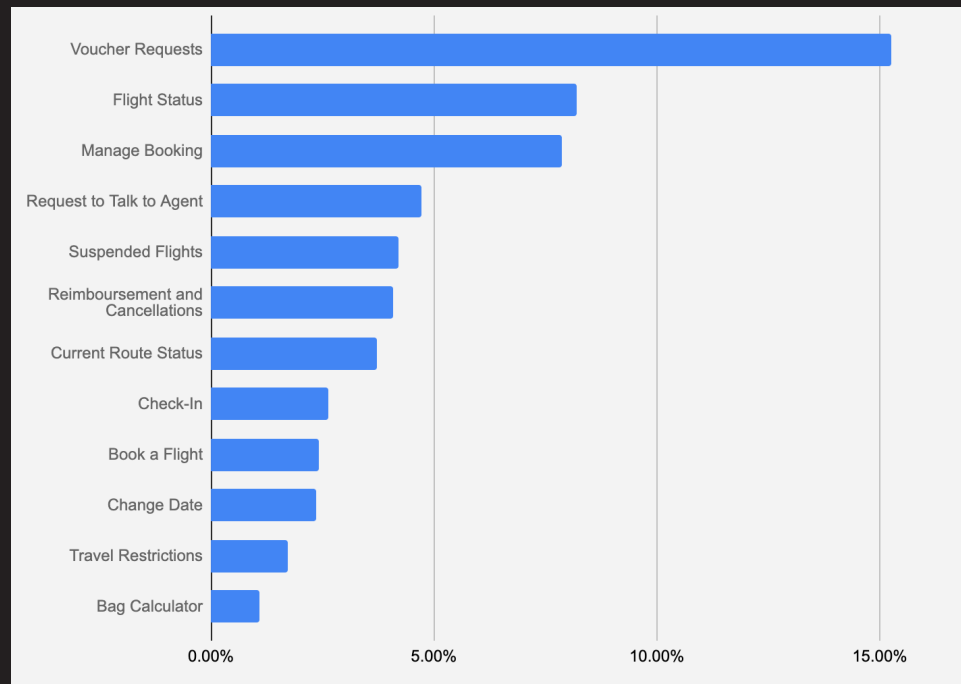


Solid performance



We managed a peak of interactions that was around 15x the expected traffic with a good performance in terms of platform, services and architecture

Top Customer Requests



Quickly processing voucher requests, flight status, or suspended flights. A clear support in crisis mode to our traditional customer care channels for specific and key use cases.

Let's keep improving
#staystrong

Thank you

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AVIATION

DATA & DIGITAL

WEBINAR SERIES

EPISODE 2 (CUSTOMER SERVICE)



● **LIVE** PRESENTATION IN PROGRESS

Keynote: Insights from Iberia: Conversational AI role during COVID-19

Gabriel Perdiguero
Chief Transformation Officer, Iberia

► RELIEVING THE PAIN OF CUSTOMER SERVICE OVERLOAD DURING TIMES OF CRISIS



Webinar Synopsis: COVID-19 is having a major impact on the customer service of airlines and the wider aviation and travel industries. Data & technology can help relieve the pain and optimize the use of existing capacity. In this webinar, we'll explore all the options, leveraging best practices, data, and available technologies.

[Click to Register for this Webinar](#)

Moderator: Houman Goudarzi, Head of BI & Industry Engagement, IATA



Wednesday 6 May 2020

15:30 – 17:30 CEST

15:30 – 15:40

Welcome and Opening

Houman Goudarzi,
Head of BI & Industry Engagement, IATA

15:40 – 15:55

Keynote: Leveraging data & digital to decrease pressure on customer experience resources, and minimize the pain for customers.

Dr. Joe Leader
CEO, APEX & IFSA

15:55 – 16:15

Keynote: The power of AI-driven chatbot technology during times of crisis

Guillaume Laporte
Founder & CEO, Mindsay

16:15 – 16:25

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Gabriel Perdiguer
Chief Transformation Officer, Iberia

16:25 – 16:45

Keynote: From Customer Service to Customer Impact

Meltem Uysaler
Director, Customer Service Center, IATA

16:45 – 17:00

Keynote: The Power of Technology in Customer Service during COVID-19

Alexander Csidei
Social Mediahub Manager, KLM Royal Dutch Airlines

17:00 – 17:30

Panel: What are the bottlenecks in customer service and experience during times of crisis, and what are the low hanging fruit using data and technology, to quickly gain benefits and relief the pain.

Ambra Roveda
Head, Customer Service, CSC, IATA
Guillaume Laporte
Founder & CEO, Mindsay

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From Customer Service to Customer Impact

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Director, IATA CSC

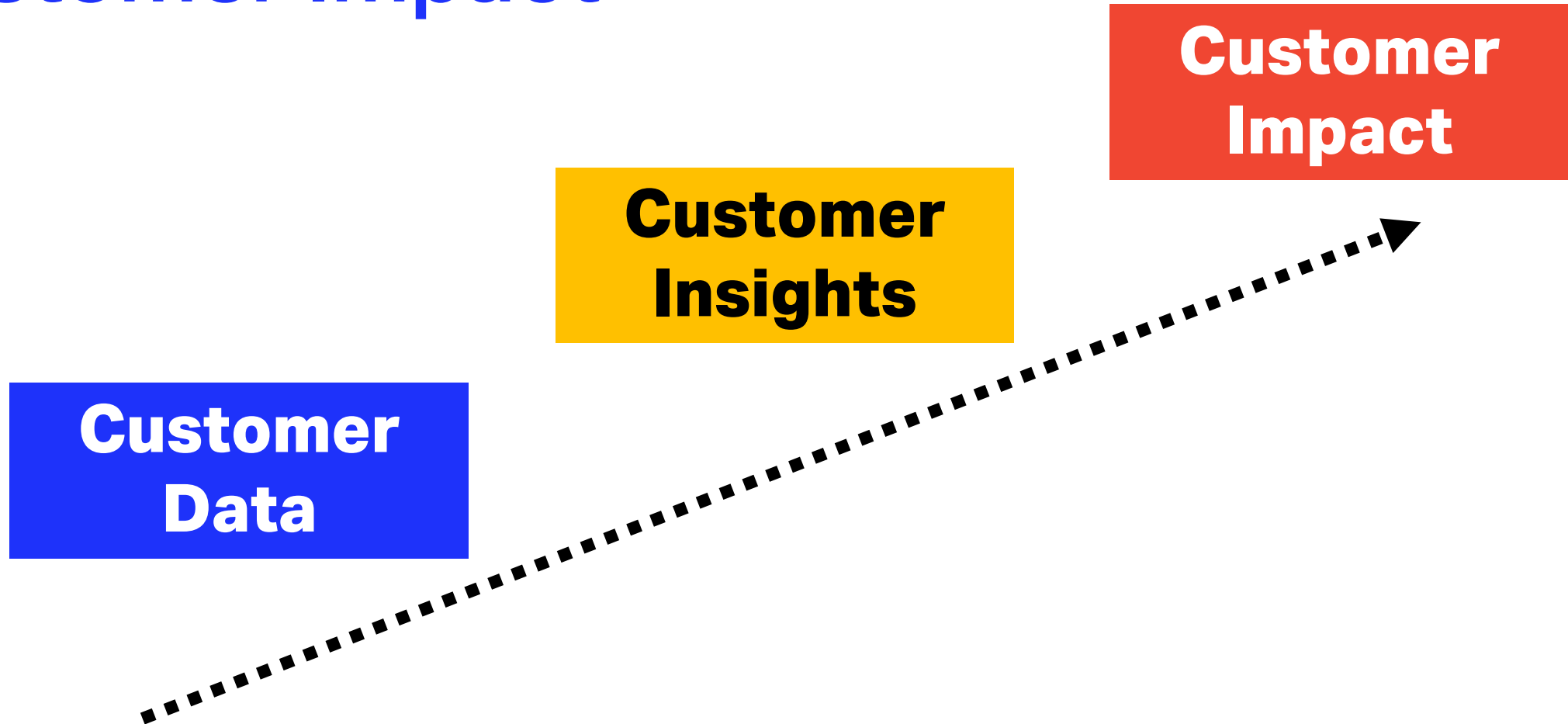


Every Customer Interaction Is An Opportunity

+500,000 Queries Yearly

+135,000 Customers

A Journey From Customer Inputs to Customer Impact



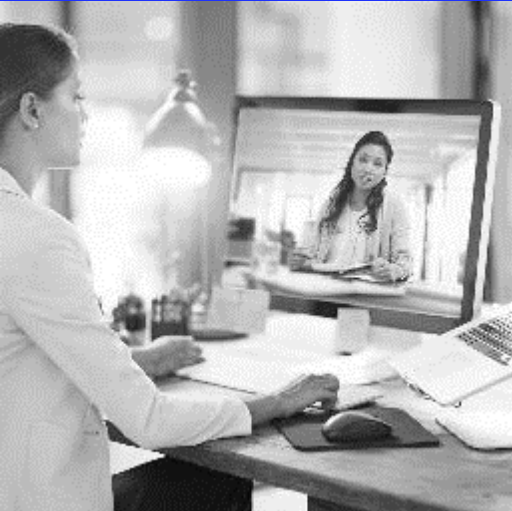
Transversal
Organization



Consolidated
Touchpoints



Smart
Technologies
(i.e. AI)



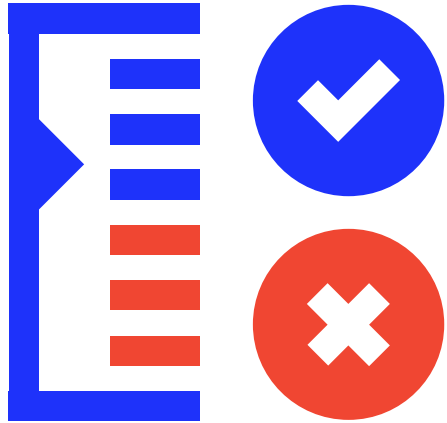
Customer
Inputs and
Feedback



CRM
360° view

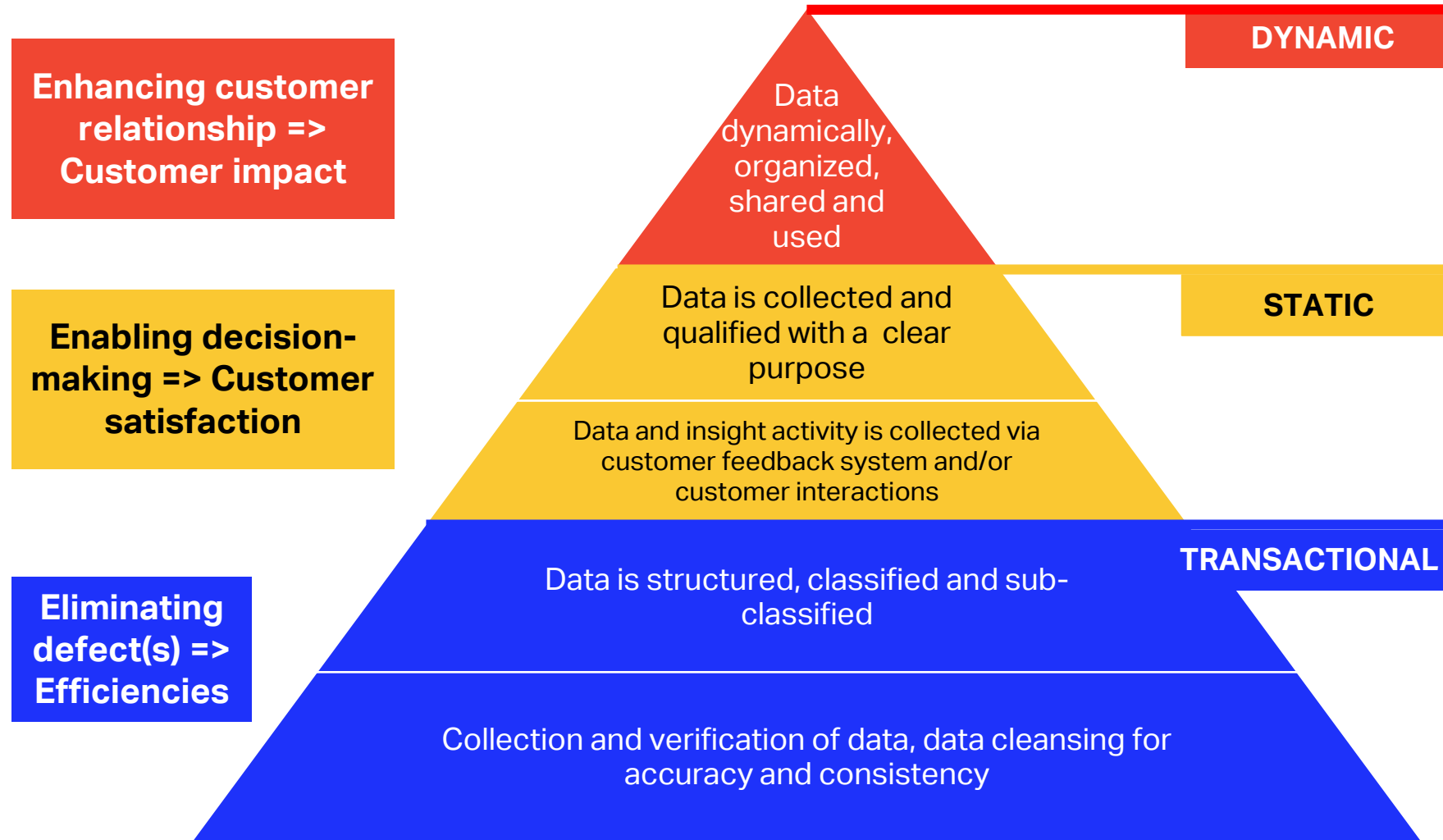


What Customers' Data Reflect



- Customer needs
- Preferences
- Problem areas
- Behaviors and expectations
- Product/service enrollment preferences
- And more...

Dynamically Managing Customer Data...



... Generates Greater Customer Impact

Actionable Customer Insights

- Product / service / process enhancements
- Customer Experience enhancements
- Effective customer communications
- Better value propositions
- Business/revenue opportunities



**Customer
Impact**

Voice of the Customer COVID-19 Update

IATA VOCC Program updates in the current COVID-19 situation. It is a proactive approach towards responding to customer, Regional and Local concerns, with clear action plans and deadlines.

Volume of cases

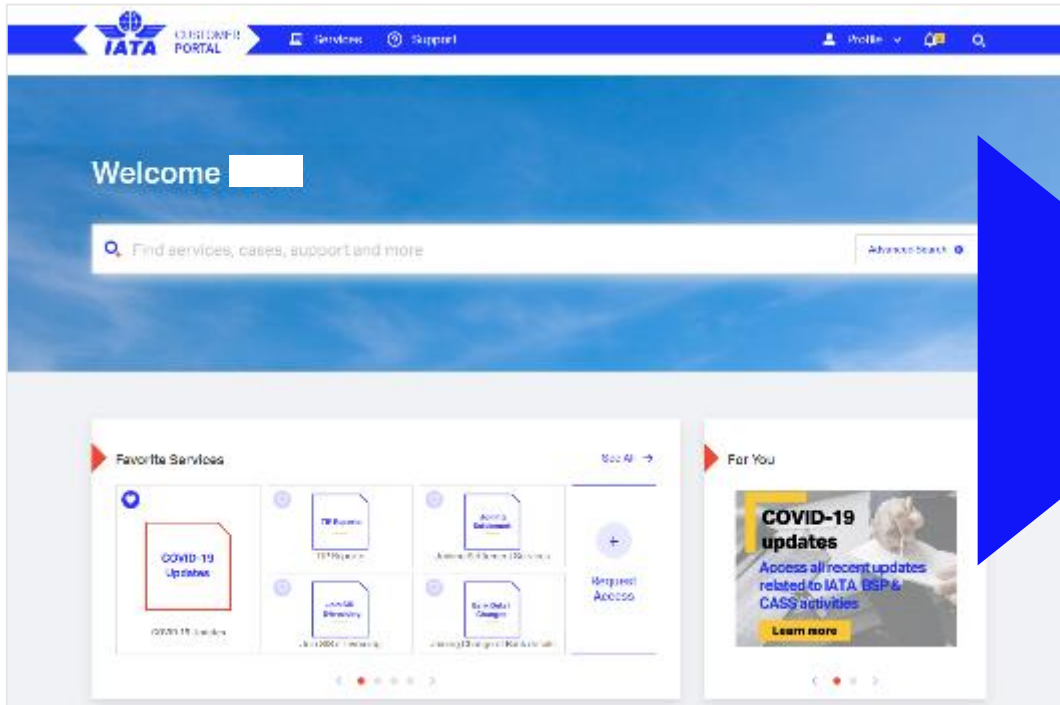
+10%

Queries from
Customers related
to COVID-19

Overall Action Completion Rate

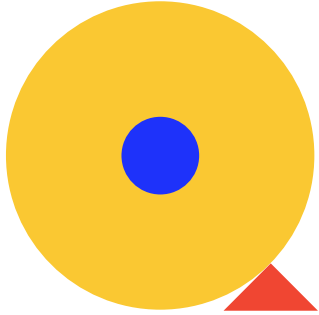
95%

The COVID-19 Service in the IATA Customer Portal

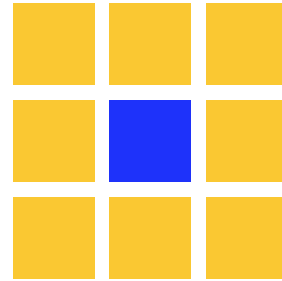


- Provide operational **information at any time, at the point of need**
- Have a **better understanding** of information needs during COVID-19, based on **user behaviours**

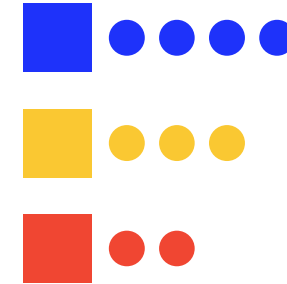
Key Learnings



Build your CX vision



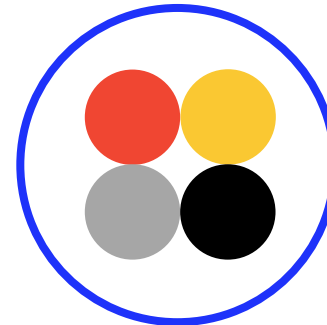
Develop your CX framework



Implement the right measurement framework



Link your KPIs to customer impact



Foster a customer-centric culture



ADDIS Webinar 2 | From Customer Service to Customer Impact

Meltem Uysaler, Director IATA CSC

May 2020

IATA

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The power of technology in customer service during Covid-19.

Alexander Csidei • KLM Royal Dutch Airlines

 Fly Responsibly

Royal Dutch Airlines



Not able not share the slides for this keynote

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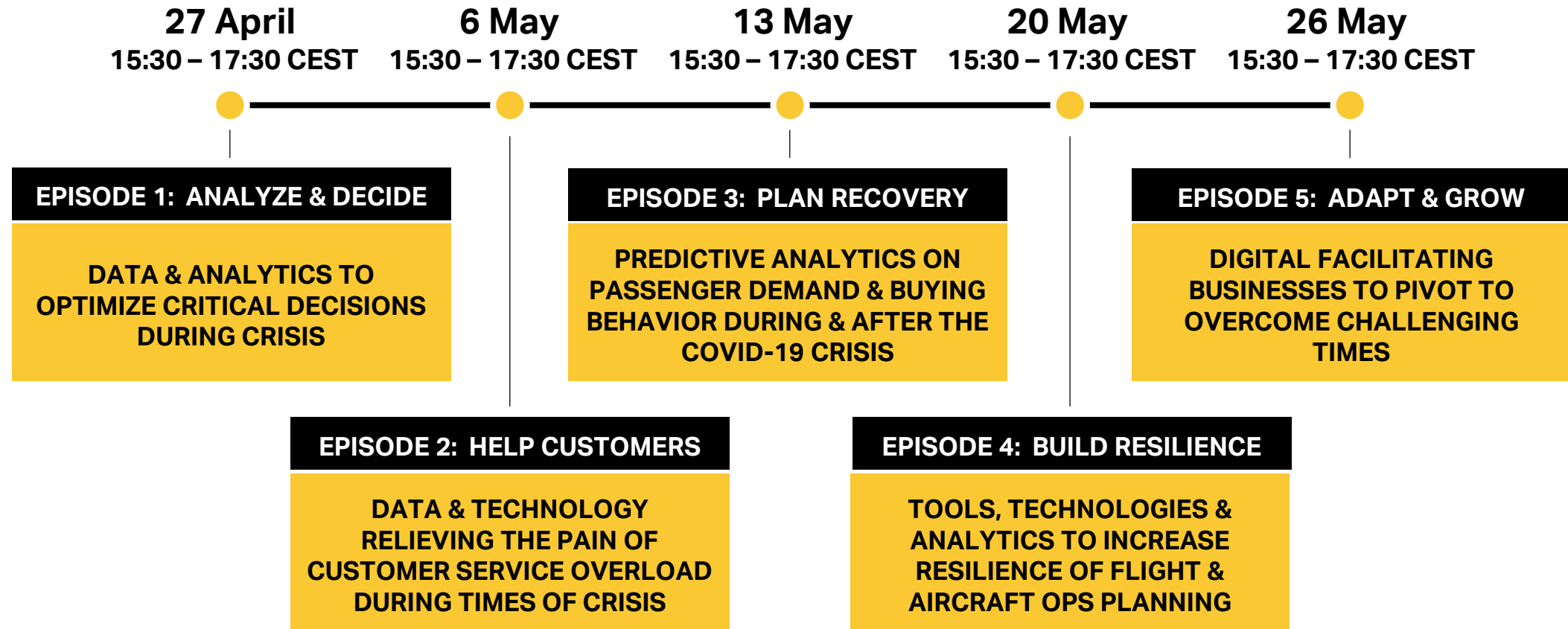


Dr. Joe Leader
CEO, APEX & IFSA



Houman Goudarzi
Head of BI & Industry
Engagement, IATA
(Moderator)

Aviation Data & Digital Webinar Series



For more information & Registration go to:

iata.org/addws



Thank you, and see you soon!