Resilient contact center solutions for Airlines

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We make life easier for people and brands everywhere through trusted Conversational AI.
In 2019, LivePerson launched Conversational AI as a means to help brands fulfill consumer intentions.
Today, LivePerson has the tools and expertise to transform brands into scalable intent-driven businesses
Your brand becomes a contact in their phone, just like friends & family.

Communicate with customers directly across
Apple Business Chat
Facebook Messenger
Google Android Messages
WhatsApp
Alexa, Google Assistant and Siri
SMS
Digital Ads
Twitter
+ more

ALL MANAGED FROM A SINGLE PLATFORM
Defining options
Purchased flight online
Call customer services
Complain visibly
Upsell experiences or products
Maintain relationship
| **Surge in phone calls** due to disrupted travel with significant hold times. Having to prioritize those traveling within next 72 hours. | **Significant increase in messaging volume** globally with an influx of requests to change or cancel flights. | **Executing on plans to rapidly transition contact center operations** — in a secure and compliant way — to be entirely remote. | **Addressing concerns of customer-facing employees** worried about potential job loss. | **Minimizing revenue losses** in the face of widespread flight cancellations. |
LivePerson is helping Airlines through this challenging time

01 Transitioning to an **at-home workforce** to continue operations

02 Shifting call volume to **messaging** to increase agent capacity

03 **Automating interactions** to extend contact center capacity

04 **Keeping your customers informed** to prevent churn and reduce inbound interaction volume
LivePerson’s Conversational Cloud powers the remote contact center
The business impact of conversational solutions for airlines

- Optimizing the customer experience helps guard against **disruption**.
- Enhancing marketing improves **retention** and **loyalty**.
- Automating customer service increases CSAT by **20%** (95% peak).

- Reducing inbound calls reduces the cost per interaction by **50%**.
- Personalization increases sales by **4x** versus mobile websites.
- A mobile-first mindset improves overall **efficiency**.

Source: LivePerson
LivePerson solutions are cloud-based and fully accessible at home

**Agent workspace** enables agents to manage conversations in a single console from anywhere.

**Manager workspace** enables managers to oversee agent activity in real-time, intervene on agent conversations, and manage agent-specific KPIs.

**Conversational AI** applications for building bots and customizing conversational flows with real-time intent detection.

**Conversation Analytics** provide a comprehensive set of pre-built and customizable reports which allow for close monitoring of operational KPIs.

The LivePerson Conversational Cloud also includes security features that are especially relevant to remote access, including:

- User access controls with multi-factor authentication (via SSO), idle timeouts, and granular permission profile controls.
- Filters for agent-to-consumer messages to protect a business in the unlikely event that a non-authorized user gets access to the agent’s workspace.
- The ability to allow agents to work with credit card information without directly accessing the number.
START THE CONVERSATION IN FACEBOOK OR INSTAGRAM ADS

- **3x** Lift in conversion rates
- **4x** Overall lift in engagement
- **5x** Reduction in cost per lead
Increase agent capacity with Voice to Messaging

Voice-to-messaging gives inbound callers the option to skip the IVR or automated attendant and transition to a messaging conversation to get their inquiry resolved.

Additionally, with Chat Suggest from Apple Business Chat, you can intercept calls before they ever reach the IVR. When calls are placed from an iPhone to a phone number configured for Chat Suggest, a message pops up offering the option to message instead. It’s a seamless way to shift consumers directly into messaging, using the apps natively installed on every iOS device.

Messaging has proven to help agents operate at 2X efficiency, which doubles the capacity of your current workforce. This is primarily due to its asynchronous nature.
Use **Proactive Messaging** to minimize inbound inquiries and prevent churn

Email communications are often ignored or classified as spam while outbound messages have a **90% open rate within 90 seconds of receipt**.

- Keep customers informed on the status of your operations and new policies to minimize inbound inquiries.
- Target consumer intents with low sentiment and/or CSAT with special offers or programs to reduce churn.
Get up and running in as little as 4-5 business days

**Voice to Messaging**: Shift volume to messaging to increase agent capacity

- Determine where in IVR to offer option to message.
- LivePerson provides SMS number.
- Record the offer to message and update IVR.
- Forward IVR to SMS number. Callers are given option to message.
- Apple Business Chat deployed, Chat Suggest enabled.
- Deflection to WhatsApp.

15 days

4-5 days
The new travel companion: CONVERSATIONAL AI

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