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## Bot Airline:

Bots are Transforming the Airline Experience

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SnatchBot

# Bots: Making the Skies Friendly Again

Over the past couple of years, chatbots have grown in influence and usage and are quickly becoming a formidable tool in the digital strategy of dozens of industries. Most prominent among use cases is that of customer service, utilizing the conversational power of bots to interact with consumers in a way that puts them in control of the exchange. From hospitality and healthcare to insurance and e-commerce, chatbots are simply changing the way business is performed digitally.

The airline industry, unfortunately, is typically renowned for woeful tales of poor customer service. Mention an inability to change flights or an issue redeeming miles in a crowded room and chances are good you'll hear a dozen likeminded stories. Negative consumer interactions are more likely to be shared on social media and by news outlets, decreasing brand loyalty.

The primary issue is that the traditional tools to handle inquiries and provide resolutions have become lacklustre and outmoded. As an enterprise that handles thousands of individual customers on a daily, or even hourly, basis, what's an airline to do to repair the customer service disconnect?



## Meeting the Modern Traveller's Needs

In the case of an industry like airlines, "consumer" is synonymous with "traveller," and the expectations of today's travellers are quickly changing to match the digital climate to which they've grown accustomed.

Thanks to advancements in mobile technology and social media, modern travellers desire rapid responses to inquiries. They want a self-service option that is available anytime, and they want a personal interaction, not a one-way transaction.

These are all areas in which the traditional channels of resolution fall short. Mobile apps, website FAQs, and even call centres all fail to satisfy the needs of modern consumers.

The answer to these problems is not only simple and effective, but far less expensive than courses like app development or expanding a workforce. Chatbots are able to meet the needs of the modern traveller in a way that is engaging, personal, instant, and puts the consumer in control of the exchange.

Imagine, for a moment, that a consumer wants to know if there is a weight limit on checked baggage. Through traditional means, they would, at the very least, have to peruse a website for information. At worst, they might have to call a customer service representative, which might lead to lengthy hold times or miscommunication, either of which can cause frustration.

With bots, a traveller could simply contact a chatbot via their channel of preference—be it a social messaging app like Skype or Facebook Messenger, or even a regular SMS—and ask, "What is the weight limit on checked bags?" The chatbot is always there, twenty-four hours a day, to reply to the customer service inquiry, using context and machine learning to analyze the request and replying with natural language—and the entire exchange takes only seconds.

## Personalizing the Travel Experience

Now that we've established that chatbots are a viable self-service option that are always available and respond instantly, let's take a closer look at the other requirement of the modern consumer. According to research, personalization is a prominent weakness for most airlines.

It is very difficult, if not impossible, to personalize a website or app to a particular user, and as a result most enterprises employ "umbrella tactics" that cover the range of their target demographics. What this means is that a discerning traveller will have to sift through a multitude of travel options to find those that fit their needs.

A chatbot, on the other hand, is a one-on-one interaction, which means that it can deliver a truly personalized experience by "learning" a consumer's preferences. Ultimately this means that the bot will only deliver options that are pertinent to that traveller's interest. The same applies with promotions, product offers, and travel advice; for example, a chatbot can quickly and efficiently analyze the data of a user and determine that a particular customer frequently travels with children, or prefers first-class, and incorporate those details into the conversation and—perhaps most importantly—provide actionable responses relevant to that individual.

## More Benefits with Bots

### ✓ Consumer's Choice of Channels:

Bots made on the SnatchBot bot-building platform are "channel agnostic," which means that they can be deployed to multiple channels with a single click. Consumers can interact with bots via messaging applications, SMS, email, and even voice.

### ✓ Easy and Inexpensive:

Bots cost little to nothing to develop, test and deploy, and with a platform like SnatchBot, there is no coding experience required. While the development cycles for traditional tools like apps is measured in months, a chatbot can be up and running in days, if not hours.

### ✓ Advanced, Accelerated Customer Service:

Natural language and machine-learning capabilities allow bots to "bear the load" of frequently-asked consumer inquiries, anytime, day or night. If necessary, bots can transfer a user to a human agent via a channel of choice, alleviating stress on representatives.

### ✓ Provide Relevant Information:

Every traveller is different, and as such, their needs are unique to them. Chatbots can not only "learn" a traveller's preferences, but also anticipate requests, such as food or beverage options, booking advice, miles redemption, schedule information, and more. Bots deliver actionable responses that engage consumers, and as a result, promote brand loyalty.

## The First Leg of the Journey

Getting started with chatbots is easier than you'd think. Bot-building platforms like SnatchBot provide all the development tools you'll need, as well as ready-built template bots that can be adapted to specific use cases for a particular brand.

The airline industry is an ecosystem, and arguably a more delicate one than many similar travel- and tourism-related industries. Air travel is far more than a simple transaction; travellers are customers from the moment they purchase their ticket to the time they step off the plane. Between those two points, a multitude of inquiries or requests may arise, from prices and baggage information to things like allowable items on-board, scheduling, member information, and much more.

Each traveller is unique, and the ability to anticipate their needs and expectations is integral to an evolving digital strategy. Understanding the traveller's perspective and creating a relationship between brand and consumer has, historically, been no easy feat; but with chatbots, enterprises can navigate that journey and engage travellers in a meaningful way.

Improved customer service directly correlates to revenue growth, but more importantly, bots offer a strategy that adds consistency and personalization to a conversation that involves millions of travellers per year. Airlines that adopt bot technology can expect an improvement in sales, reduces overhead, and an increase in brand loyalty, as so many other enterprises across multiple sectors have already begun to see.



## “ About SnatchBot

SnatchBot's revolutionary platform streamlines business workflows and communications with a single message based interface. With SnatchBot's omni-channel platform, customers can specify the channels through which they'd like to connect. SnatchBot's tools support the entire lifecycle of a bot, from developing and testing to deploying, publishing, hosting, tracking, and monitoring. The platform provides robust administrative features and enterprise-grade security that comply with all regulatory mandates.

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For more information about SnatchBot's bot-building platform, please visit our website at <https://Snatchbot.me>. If you don't know how to start building your bot contact us today and we will build your bot for you. [webuildforyou@snatchbot.me](mailto:webuildforyou@snatchbot.me)