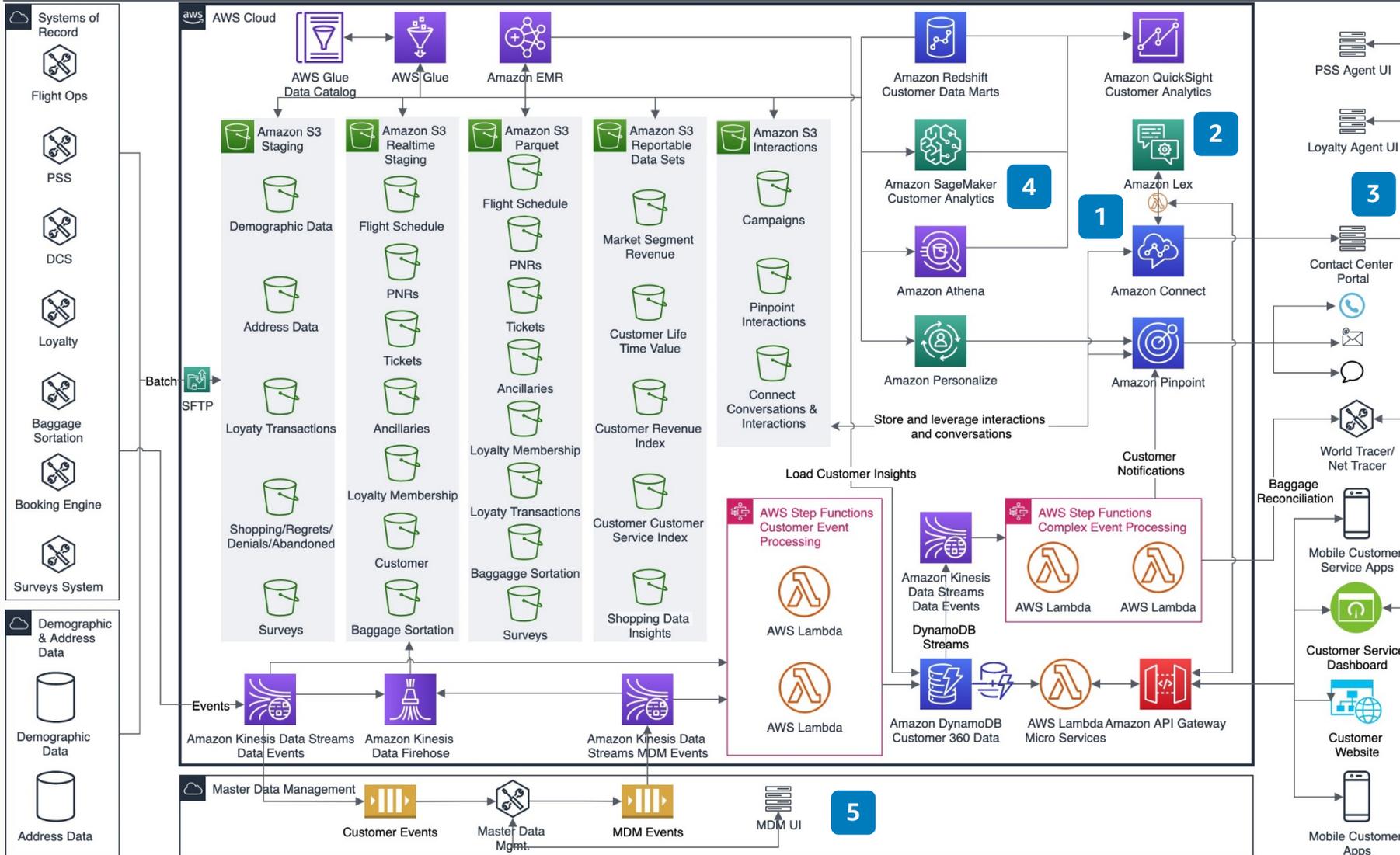


Customer Engagement Using AI/ML for Airlines

Improve customer experience and brand loyalty by personalizing interactions with the customer and improving the call time and response time. This workflow quickly recognizes the customer, customer needs, intents, and optimizes the interactions.



Airlines face barriers in time and costs when building and upgrading call center applications. Customers communicate on multiple channels such as chat, SMS, and social media, increasing costs due to the need to integrate multiple technologies. Airlines have reduced costs in call centers through automation and improved customer experience by reducing call times, but the general lack of airline knowledge with call center developers and redundancy in custom development across the industry contributes to increasing complexity, implementation cost, and time. Airlines can provide good service to their top tier customers by using specialized agents but are unable to scale this to the broader customer base. This architecture builds upon the foundation of [Data Platform for Airlines](#) by adding personalized interactions with the customer to improve the overall customer experience.

- 1 Use **Amazon Connect** to implement call centers in the cloud and eliminate call center hardware on-premises. Use serverless capabilities like **AWS Lambda** to use the operational data platform for better and faster customer interactions. **Amazon Connect** provides skill-based call routing and workflows to streamline the call center operations.
- 2 Use **Amazon Lex** to build conversational chatbots to automate some user interactions. Use serverless capabilities like **AWS Lambda** to use the operational data platform for better and faster customer interactions.
- 3 Integrate **Amazon Connect** Contact Control Panel (CCP) with Customer service, PSS, Loyalty, and World Tracer UI for improving call handling times for complex scenarios.
- 4 Use **Amazon Transcribe** and **Amazon Comprehend** to do sentiment analysis, identify frequent customer intents, and appropriately change call center operations and automation.
- 5 Optionally, improve the effectiveness of the customer interaction by integrating the master data management (MDM) system.

