ASAPP

Proving the value: A major global airline takes off with GenerativeAgent®

A major global airline, operating in a highly competitive and loyalty-driven industry, looked to advance its digital customer service at scale with AI automation. Already successfully handling high interaction volumes with ASAPP's Messaging Platform virtual assistant, the carrier's challenge was not to fix a broken process, but to elevate it with GenerativeAgent, proving its value.

The challenge: proving the value of AI automation

The airline set three goals to prove that GenerativeAgent could transform how they delivered support and service:

01. **Improve the customer experience (CX) in both routine and unplanned scenarios:** The existing menu-driven Virtual Assistant (VA) **handled an average of 1 million chats per month with 25% containment.** But the airline wanted to deliver faster and higher quality service during both normal and irregular operations (IROPs). It needed to drive sufficient scale to compare GenerativeAgent to both the VA and its own travel booking professionals.

02. **Accelerate speed to market and scalability:** To stay agile, the airline wanted an AI solution that would allow it to rapidly launch new customer support use cases, safely, without heavy reliance on its AI vendor. The challenge was to prove that its own teams could effectively—and confidently—manage GenerativeAgent with minimal friction and high velocity.

03. **Reduce labor costs through scalable AI-driven automation:** The airline looked to deploy and fully optimize one or more use cases with GenerativeAgent to determine its business impact.

The solution: a proven path to value

The airline partnered with ASAPP, forming a directed team with dedicated resources focused on an implementation approach to:

01. **Identify** use cases: analyzing intent volume, containment rates, and API availability to target high-impact scenarios.

02. **Prioritize** use cases: focusing on both simple inquiries (e.g., policy information) and complex tasks (e.g., rebooking flights).

03. **Simulate** & **test** responses: to refine AI behavior before launch.

04. **Optimize** configurations: fine-tuning instructions and settings prior to production rollout.

05. **Launch** with confidence: knowing it was safe to put the tested & optimized GenerativeAgent in front of customers.

06. **Expand**: expand automation to new use cases through repeated evaluation and optimization.

With clear alignment on goals and implementation approach, **the first use case was launched to production in 4 weeks**. The use case selected was a pet travel policy that was both simple, using the airline's knowledge base for policy-related questions, but nuanced, with high variability based on the travel destination. Since questions about pet travel do not surface as frequently as other questions, human agents would be less familiar with this policy and more prone to making mistakes.
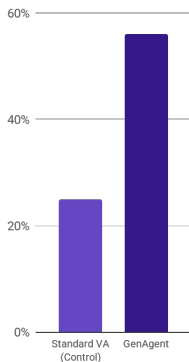
The results: real business impact, positive ROI

The pet travel policy use case was the first fully optimized GenerativeAgent deployment and a model for future implementations, delivering positive ROI. The project also achieved the following results:

Compared to Virtual Agent:

- Containment Without Repeat rate doubled **(2x)**.
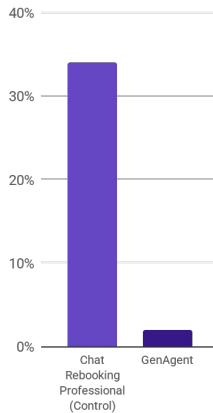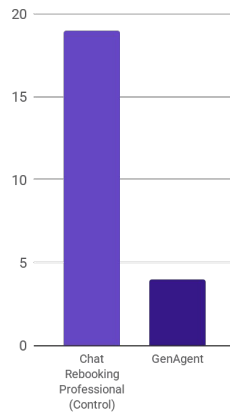- Cost to serve each customer dropped by $0.80.

Compared to human agents:

- **Accuracy**: the % of errors was **26x lower.**
- Average **time to resolution** was >**4x faster.**

Contained w/out Repeat Rate

Bar chart. X-axis: Standard VA (Control), GenAgent. Y-axis: 0% to 60%. Standard VA (Control) ≈ 25%, GenAgent ≈ 55%.

Cost Per Customer (Interaction Cost + Labor Cost)

Bar chart. X-axis: Standard VA (Control), GenAgent. Y-axis: $0.00 to $4.00. Standard VA (Control) ≈ $3.55, GenAgent ≈ $2.75.

Percent of Chats Flagged

Bar chart. X-axis: Chat Rebooking Professional (Control), GenAgent. Y-axis: 0% to 40%. Chat Rebooking Professional (Control) ≈ 34%, GenAgent ≈ 2%.

Average Time to Resolution (minutes)

Bar chart. X-axis: Chat Rebooking Professional (Control), GenAgent. Y-axis: 0 to 20. Chat Rebooking Professional (Control) ≈ 19, GenAgent ≈ 4.

Business Impact

- **Superior Customer Experience:** Customers received faster, more accurate support, which led to higher CSAT.

- **Operational Efficiency:** Reduced labor hours and costs due to higher automation and resolution rates.

- **Scalability:** Demonstrated potential to launch and optimize simple intents within weeks.

- **Content Optimization:** ASAPP's GenerativeAgent helped surface inconsistencies in policy documentation, leading to improved KB content.
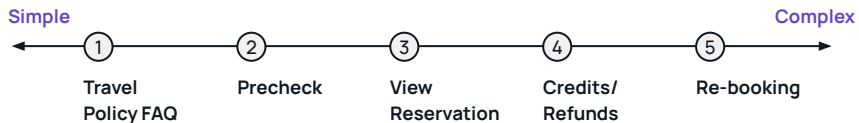
Key learnings

Start small, learn fast, scale confidently

- Simple intents (i.e., FAQs) can be **launched & fully optimized in 2-4 weeks**.

- Use case assessment & prioritization is critical prior to deploying.

- Successful deployments require both IT and non-IT resources (e.g., policy experts, reviewers, etc.).

- Strong executive sponsorship enabled faster resource commitment.

- **Accuracy and containment drive ROI.**

- GenerativeAgent can help expose gaps: GenerativeAgent quality assurance features such as Conversation Monitoring can help to uncover gaps, improve knowledge base content or configuration settings.

This customer now has multiple use cases in production, ranging from simple to complex.

- Future plans include expanding GenerativeAgent to more customer conversations per day, additional new use cases per quarter, and more low-volume but high-friction use cases.

Simple ──────────────────────────── Complex

①───②───③───④───⑤

1. Travel Policy FAQ
2. Precheck
3. View Reservation
4. Credits/ Refunds
5. Re-booking

About ASAPP

ASAPP is an artificial intelligence solution provider committed to solving the toughest problems in customer service. Because we automate what was previously impossible to automate, our AI-native® solutions deliver more than efficiency gains. They redefine the role of AI in the contact center and lay the groundwork for businesses to reimagine their customer experience delivery for the age of AI. Leading enterprises rely on ASAPP's generative and agentic AI solutions to dramatically expand contact center capacity and transform their contact centers from cost centers into value drivers. To learn more about ASAPP, visit www.asapp.com.

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