A leading Middle Eastern Airlines

≡ Tags

"Xebo.ai has streamlined the feedback collection process and reduced response time significantly"

1. Introduction

In the fast-growing aviation industry, staying competitive requires continuous improvement in customer and employee experiences. A leading Middle Eastern airline, renowned for its exceptional service, was searching for a solution to capture real-time feedback across multiple touchpoints. This feedback would allow them to personalize and enhance every journey for their passengers and better understand the needs of their employees.

Enter **XEBO.ai**, a cutting-edge AI-powered customer and employee experience management platform. XEBO.ai enabled the airline to streamline and automate its feedback collection process, drastically reducing response times and turning insights into meaningful actions that improved both customer and employee experiences.

2. Challenge

The airline's vast network of customer interactions across various channels and traveler segments, coupled with the need to understand employee sentiments, made it difficult to gather timely feedback. Traditional methods were delayed or inconsistent, leading to missed opportunities to address customer pain points and limited understanding of employee issues. Specifically, the airline needed a solution that could:

- Collect feedback across diverse journey stages, from flight booking to post-journey experience.

- Handle feedback from various traveler personas, such as different **class types (Economy, Business, First)**, **Skywards tiers (Blue, Silver, Gold, Platinum)**, and **traveler types (transit vs. non-transit, personal vs. business)**.

- Use a wide range of communication channels like **email, QR codes, SMS, WhatsApp, kiosks, inflight screens, and mobile apps** to gather feedback effectively.

- Capture employee feedback to enhance workplace culture and retention efforts.

3. Solution: How XEBO.ai Supports the Airline

XEBO.ai revolutionized the feedback collection process by automating surveys and providing real-time insights at critical customer touchpoints. Additionally, XEBO.ai's platform was extended to monitor the employee experience, helping the airline better understand employee sentiments and improve retention.

Key touchpoints where XEBO.ai was deployed include:

✈️ Flight Booking Experience Survey

The Journey Begins with a Click

- **Problem:** Delayed feedback made it difficult to address issues quickly.
- **Solution:** XEBO.ai automated the post-booking feedback process via email, capturing timely insights into passenger sentiment.

📣 RCC (Reservation & Customer Care) – Voice and Chat Survey

Conversations That Matter

- **Problem:** Feedback after customer support interactions was inconsistent.
- **Solution:** XEBO.ai automated feedback collection immediately after voice and chat interactions, ensuring every feedback opportunity was captured.

✍️ RCC – Booking Survey

Voices Over the Phone

- **Problem:** Feedback from call center or ticket office bookings was limited.
- **Solution:** XEBO.ai triggered real-time feedback collection post-interaction, enhancing visibility into offline bookings.

🌐 Website Booking – Post Booking Survey

A Journey Through Screens

- **Problem:** No efficient feedback system for website or mobile app bookings.
- **Solution:** XEBO.ai integrated with the booking system to automate surveys, ensuring timely feedback after booking confirmations.

🌴 Dubai Lounges Feedback

The Quiet Corners of Comfort

- **Problem:** No structured mechanism for lounge feedback in Dubai.
- **Solution:** XEBO.ai enabled feedback collection via QR codes placed in lounges, capturing real-time passenger feedback.

🗾 Outstation Lounges Feedback

Faraway Places, Now Within Reach

- **Problem:** Feedback from outstation lounges was inconsistent.
- **Solution:** QR code-based surveys were deployed at all outstation lounges, ensuring consistent feedback across locations.

👣 Skywards Engagement Survey

Loyalty in the Quiet Skies

- **Problem:** Loyalty program feedback was sporadic.
- **Solution:** XEBO.ai automated monthly surveys for Skywards members, providing reliable insights into member engagement and satisfaction.

🏊 Customer Experience (CE) Survey

- **Problem:** Post-journey feedback was delayed, resulting in missed insights.

Journey Name	Channel	System Resposnsible	Trigger	Frequency
Flight Booking Experience	Email	CRM	Post completion of flight booking	Transactional
Voice and Chat	Email	Genesys	Post completion of call/webchat session	Transactional
Booking	Email	Genesys	Post completion of flight booking through call center or ticket office	Transactional
Post Booking on Website	Email	Airlines Website	Post completion of flight booking through website/app	Transactional
Lounges Dubai	QR Code	NA	Survey taken at time of visit	Volunatry
Lounges Outstations	QR Code	NA	Survey taken at time of visit	Volunatry
Skywards Engagement	Email	Survey 2 Connect	Adhoc distribution to random sample	Adhoc Distribution
Customer Experience Survey	Email	Saleforce	48-72 hours post completion of journey PNR	Transactional

The End of a Journey, The Start of Reflection

- **Solution:** XEBO.ai automated CE surveys, triggering them within hours of journey completion, ensuring feedback was gathered at the optimal time.

Implementation of Omni-channel survey platform of Xebo

4. Employee Experience Monitoring

> **The door closes, but the story continues**

In addition to enhancing the customer experience, XEBO.ai provided valuable solutions to monitor employee feedback, improving retention and workplace culture:

1. **Exit Survey (Employee)**

- **Problem:** Lack of feedback from departing employees led to limited understanding of attrition.
- **Solution:** XEBO.ai automated exit surveys, allowing HR to collect valuable insights immediately upon an employee's resignation. These insights helped identify reasons for attrition and informed strategies to improve retention.

2. **Culture Survey (Employee)**

- **Problem:** No formal process existed for gathering employee feedback on organizational culture, limiting understanding of workplace issues.
- **Solution:** XEBO.ai deployed periodic surveys to capture real-time feedback on employee satisfaction, workplace culture, and overall morale. The airline used these insights to foster a more positive work environment and address any cultural issues proactively.

5. Results and Impact

By leveraging XEBO.ai's multi-channel feedback capabilities, the airline achieved significant improvements in both customer and employee experience monitoring:

- **Faster response times**: The airline reduced the time needed to capture and act on customer and employee feedback, leading to timely interventions.
- **Increased response rates**: Through diverse feedback channels like email, QR codes, and mobile apps, the airline saw a notable increase in participation from customers and employees alike.
- **Actionable insights**: Real-time data allowed the airline to improve customer services, such as lounge experiences and loyalty programs, as well as make informed decisions to enhance workplace culture.
- **Improved customer and employee satisfaction**: Automated feedback collection and personalized actions enhanced the overall journey for passengers and created a more engaged, satisfied workforce.

6. Conclusion

By partnering with XEBO.ai, the Middle Eastern airline successfully monitored the voice of its customers and employees across multiple touchpoints and channels. XEBO.ai not only streamlined feedback collection but also provided actionable insights that improved customer experiences and strengthened employee retention.

This AI-driven approach helped the airline deliver seamless and personalized journeys for every traveler, while also fostering a positive workplace culture for its staff, ensuring a holistic experience for both customers and employees.