



## How Twixor Helped India's Oldest Airline Handle 190K+ Queries Over **WhatsApp** Using **Virtual AI Assistant**

### About the Client

The client is a 90-year-old flag carrier Airline in India offering domestic and 60 international destinations across 5 continents. The Airline company has 12,085 employees working across countries and is expected to grow in huge numbers. The Airline & Aviation company maintains a corporate office in New York country and several cargo offices globally.

**163**

Total Fleet Size

**\$3.3 Billion**

Total Fleet Size

**163**

Total Fleet Size

**163**

Total Fleet Size

### Business Requirements



The client wanted us to build a virtual AI assistant to automate the queries and turn down overwhelming chat support requests across the globe.



Due to the severity of the high volume of IVR calls in the support management, the team had to upgrade their support service with conversational bots to tackle the flow & deliver better customer service.



The client wanted the Bot to be deployed on the WhatsApp channel and capable enough to handle a sky-scraping volume of support requests for various services and operations like the status of the booking, virtual tickets, updates on scheduled flights, and more.



The Airline client had to deal with the rise in operational cost and surpass the user engagement factor by introducing adaptive rich cards for potential support requests.

# Solution

- 1** The Twixor team built a custom AI virtual assistant with different journey flows that allows customers to access the status of flight booking, get updates on scheduled flights, and download their tickets right from their WhatsApp accounts.
- 2** In order to hold back the engagement factor and deliver superior resolutions to customer queries, the team developed adaptive rich cards and downloadable unique PDFs for easy data retrieval.
- 3** The rich cards developed were compatible with WhatsApp's regulations and comprised end-to-end information like Flight no, Destinations, Aircraft number details, Duration, Terminal, and more.
- 4** The chatbots built by the Twixor team empower the users to view, download and share the tickets to their preferred email address right from the WhatsApp chat. The support team was able to close tickets and provide resolution to customers immediately.
- 5** With the development of AI Virtual Assistant, the client could automate their Airline operations and manage entire support management by leveraging API integrations with the client's backend systems.



# Business Impact



**190k+**

Interactions on  
WhatsApp Since Went  
Live



**20k+**

Booking queries  
resolved in the Last 8  
months



**16K+**

Flight tickets downloaded  
on WA



**11K+**

Inquiries resolved related  
to Flight Schedules with  
Automation

# Insights of the Solution



Industry Served

**Airline**



Platforms

**WhatsApp**



Live Since

**June 2022**



Products Brought into Play

**Twixor's AIM & Compute**



# Technology & Third-party Integrations

This practice involves custom integration of tools, platforms and managing of APIs.



**AMADEUS**  
JavaScript



SOAP API



JavaScript



HTML



# Use Cases

Each use case is tailored to improve customer experience, operational efficiency & end-to-end customer fulfillment.



**Flight Status**



**Show My Booking**



**Get My Ticket**



**Flight Schedule**



**Baggage Information**



**Check-In**



**Flying Returns**



**Help Desk Information**



# Solution Screenshots

Here are some sneak-peeks of the overall data visualized in an engaging way based on each use case.



**Acme**  
TRAVEL SOLUTION PVT LTD

**Boarding Pass**  
PNR  
TRV29124262  
Booking Date  
Thu, 13 Oct 2023 16:16:02

**PASSENGER DETAILS**  
**Mr. Mark Wood**  
Male 37

**FLIGHT DETAILS**  
**Flight No A7-APH**

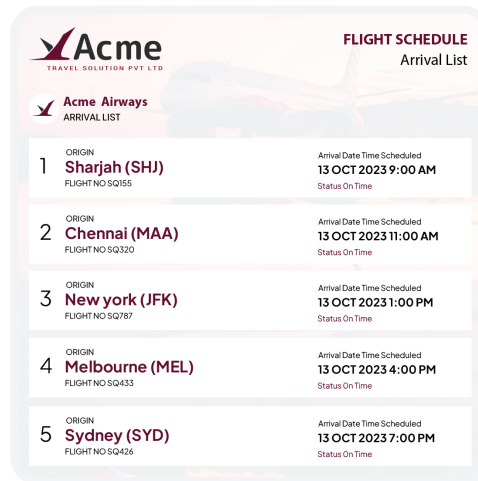
**Departure**  
**London (LHR)**  
Date & Time  
Tuesday, October 13th,  
2023 08:30 AM

**Arrival**  
**Mumbai (BOM)**  
Date & Time  
Tuesday, October 13th  
2023 10:00 AM

**Payable Amount**  
**£ 1026**

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Boarding Pass



**Acme**  
TRAVEL SOLUTION PVT LTD

**Acme Airways**  
ARRIVAL LIST

**FLIGHT SCHEDULE**  
Arrival List

1	ORIGIN <b>Sharjah (SHJ)</b> FLIGHT NO SQ255	Arrival Date Time Scheduled <b>13 OCT 2023 9:00 AM</b> Status On Time
2	ORIGIN <b>Chennai (MAA)</b> FLIGHT NO SQ320	Arrival Date Time Scheduled <b>13 OCT 2023 11:00 AM</b> Status On Time
3	ORIGIN <b>New york (JFK)</b> FLIGHT NO SQ787	Arrival Date Time Scheduled <b>13 OCT 2023 1:00 PM</b> Status On Time
4	ORIGIN <b>Melbourne (MEL)</b> FLIGHT NO SQ433	Arrival Date Time Scheduled <b>13 OCT 2023 4:00 PM</b> Status On Time
5	ORIGIN <b>Sydney (SYD)</b> FLIGHT NO SQ426	Arrival Date Time Scheduled <b>13 OCT 2023 7:00 PM</b> Status On Time

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Flight Schedule



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**BAGGAGE STATUS**  
CHECKED-IN

**AIRLINE**  
**Acme Airways SQ 423**  
Schedules show the local time at each airport.

**ORIGIN**  
**Melbourne**  
(MEL) Terminal 2  
Departure Date Time Scheduled  
13 OCT 2023 6:00 PM

**DESTINATION**  
**Delhi**  
(DEL) Terminal 2  
Arrival Date Time & Scheduled  
13 OCT 2022 2:45 AM

**Status of Baggage**  
Checked in baggage for Flight BA6349 will be loaded on belt 4

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Baggage Status

## About Twixor

Twixor is an Intelligent CX automation platform that helps businesses to augment their customer experience by building several powerful customer journeys driven by Conversational AI that can be deployed across messaging channels.

The low-code no-code customer experience CX platform uniquely combines Conversational AI and Intelligent Automation to deliver end-to-end customer fulfillment across marketing, transaction, and support operations. Twixor's CX automation platform is equipped with an omnichannel journey builder, dynamic rich cards, NLP-powered agent assist, campaign manager, and comprehensive features to make the customer conversation more engaging. The automated journeys can be deployed on WhatsApp, Google Business Messenger, Facebook Messenger, Instagram Messenger, and across all traditional communication mediums.

