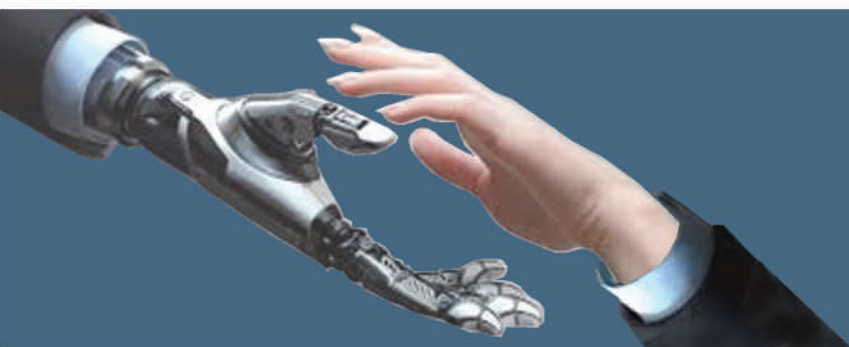# Application of Artificial Intelligence (AI) in Airlines Passenger Journey

An approach by TCG Digital

tcgdigital

Evolution of Artificial Intelligence (AI) is definitely one of the most fascinating things to have happened in the aviation technology world. An AI powered Customer Care process should be the goal of any commercial airlines.

" By 2020, customers will manage 85% of their relationship with the enterprise without interacting with a human. " - Gartner

AI in different phases of passenger journey

Pre-Flight

- Algorithm can predict # of no-show for a particular flight, predict likelihood of how many MileagePlus members likely to upgrade, how many travelers will be flying as standby. It will reduce the problem of denied boarding and/or removing passengers from the plane.
- AI can reduce the issue resolution time. The system can go through passengers' information, similar incidents or issues, become capable of more accurate over the time e.g. once the system learns by itself how to respond to a passenger who lost a baggage, going forward the resolution would be faster and more accurate.
- Responding to customer inquiries regarding information about a flight like available amenities, departure time, flight status, flight rebooking information during IRROPS.
- Automated baggage check-in kiosks using **face recognition** AI technology
- **Baggage size recognition** enabled by AI technology to ensure a hassle free pre-flight experience

- Customer service using **AI with travel bot** in the official airlines web site (or through mobile app) to help with ticket price or guide on any travel related issues
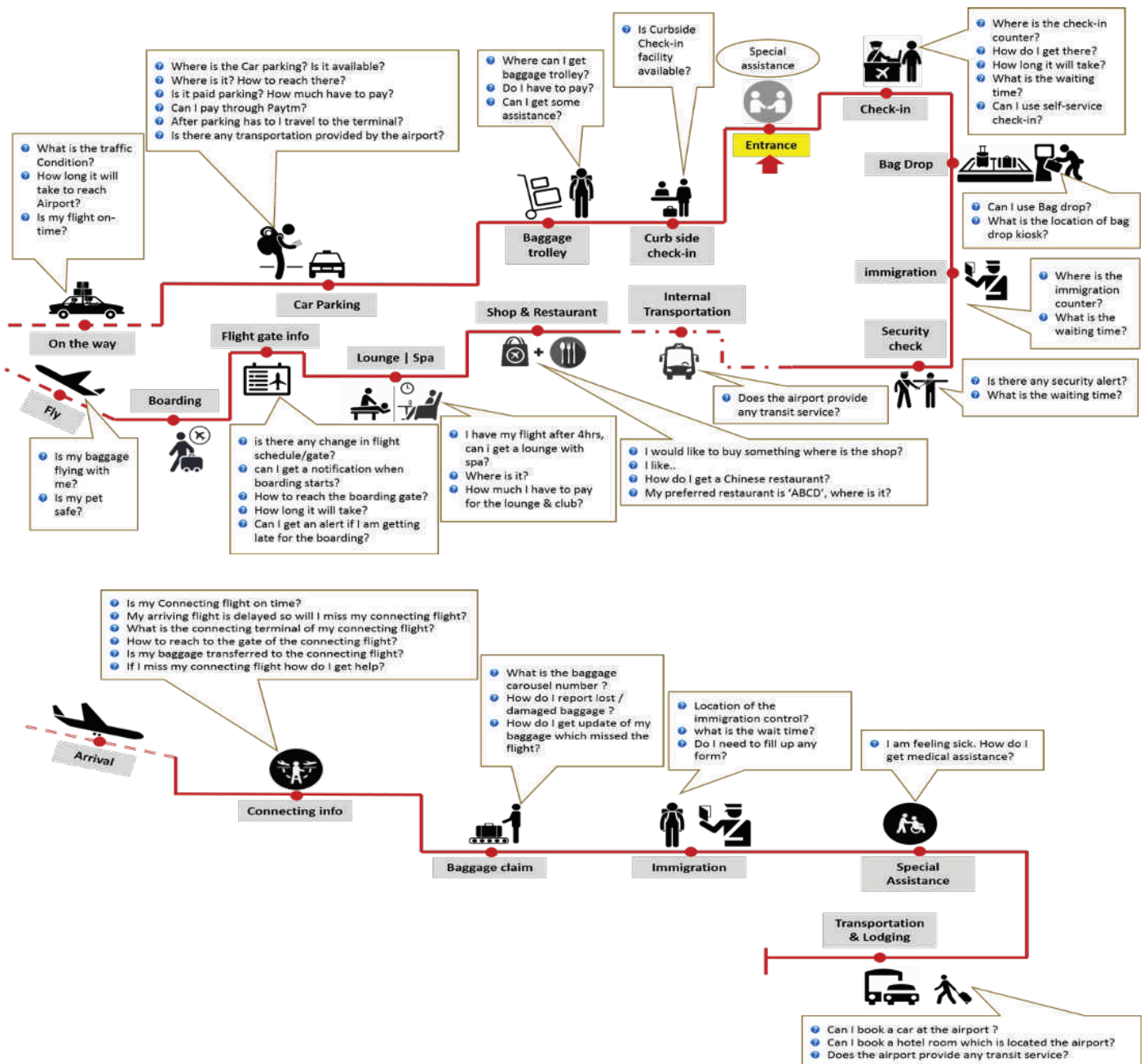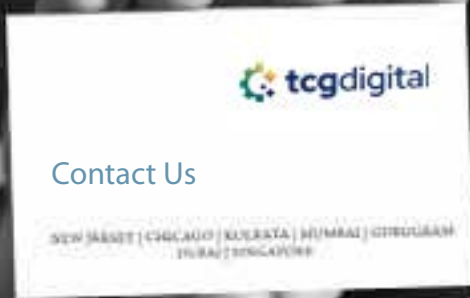
In-Flight

- Real time compensation for any disservice. The mobile app to automatically **predict** what kind of compensations will a particular customer prefer.
- A flight wide compensation can be issued by an **AI enabled bot** for any disruption impacting everyone onboard, for e.g. Wi-Fi failure or an anticipated ground delay upon landing.
- Intelligent algorithm-based prediction will help the flight attendant to attend high value passenger with more personalized offering or interaction. The system can memorize each passenger's travel habit (e.g. need extra pillows) and enable airline to handle each passenger as a unique guest.

For more information about our Aviation solutions, please visit
https://www.tcg-digital.com/aviation.php

Post-Flight

- Auto **notification** for a gate-change or a guided map for a transit passenger.
- Auto **compensation** with Miles or ETCs or Drink Voucher, for any disservice faced by the customer, delivered straight to the customer's mobile device.
- Proactive notification to passenger
- Crawling through different social media sites e.g. Facebook, Twitter etc. to understand the sentiment of passengers and respond to negative sentiments at the earliest to prevent the damage to the brand.

Snapshot of passenger journey – departure to arrival

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About TCG Digital

TCG Digital, the flagship technology consulting and solutions company of The Chatterjee Group (TCG), is a leading Consulting, IT solutions & services provider to the global aviation industry for 18+ years. We have been razor focused in delivering value-driven business solutions to our clients across North America, Central America, Middle East & Turkey, South East Asia and India leading to satisfaction and delight for our valued customers.

Our focus is on modernizing enterprises enabled with digital technologies like Mobility, Cloud, IoT, Blockchain, Automation and powered by insight-driven analytics and AI.
Our experience with clients across FSCs and LCCs to name a few, our understanding of business models, domain excellence and deep technical expertise in legacy and new-age technologies makes us a strategic partner for our airline customers.

For more information about our Airline solutions, please visit
https://www.tcg-digital.com/airlines.php

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