KIWI·COM

How Voice AI helped Kiwi.com sustain growth

Eliska Dockalova

About me

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Daily seats sold

35, 000

Average daily seats sold

March 2019 average

Global presence

Headquarters: Brno

Kiwi.com Subsidiaries: Prague, Bratislava, Barcelona

Partner Subsidiaries: Belgrad, Split, Zagreb, Ljubljana

Micro Subsidiaries: Miami, Beijing, Lisbon

Customer Service Centers: Alabang, Indore, Pune, Nashik, Dalian, Kiev, Tunis, Fiji
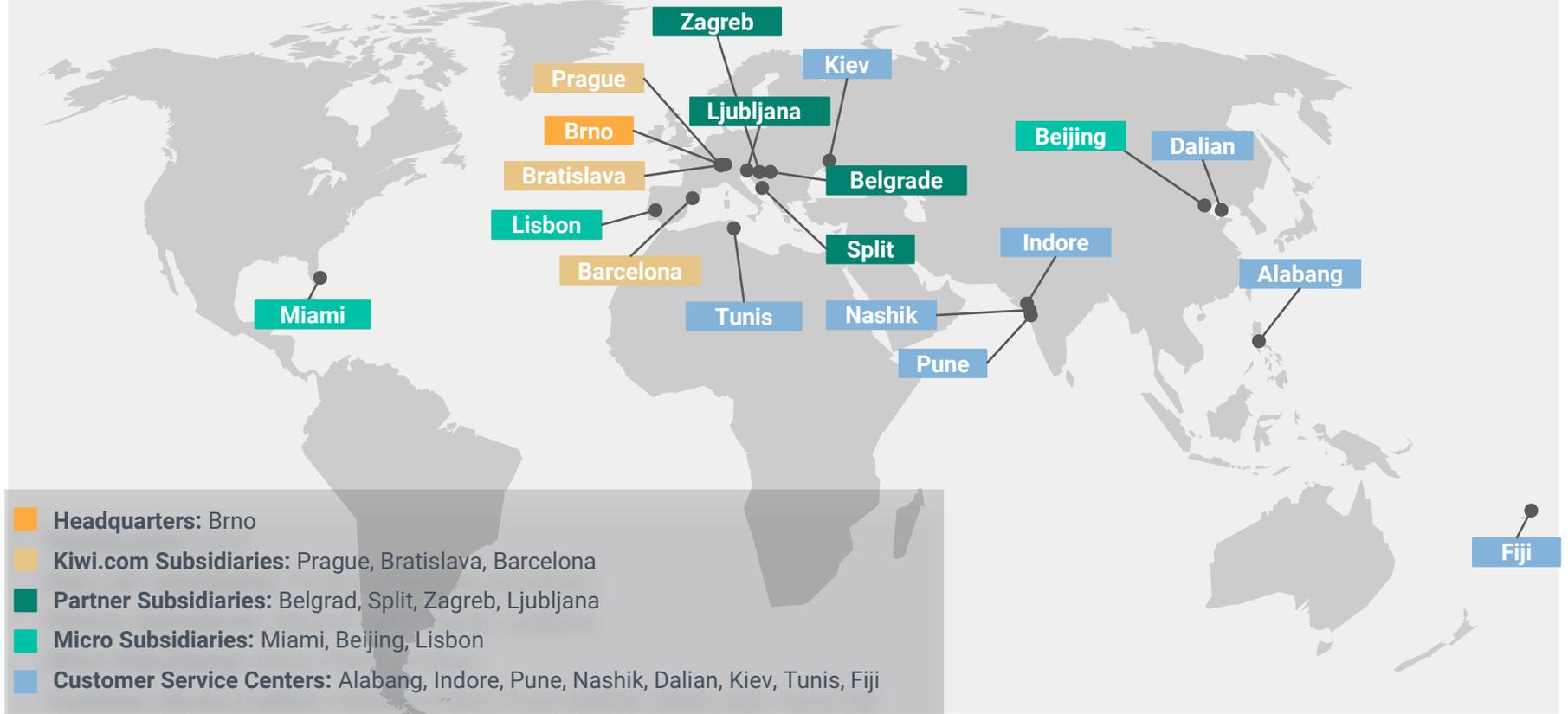
Employees

2600+

Kiwis worldwide

March 2019, includes vendor employees
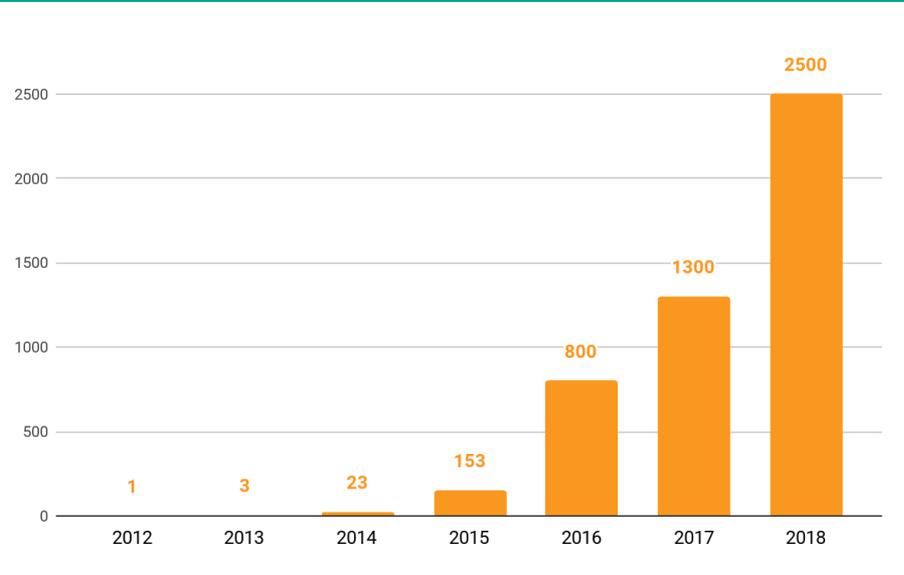
Evolution of contacts and bookings

Evolution of contacts and booking (May 2017 - Mar 2019)
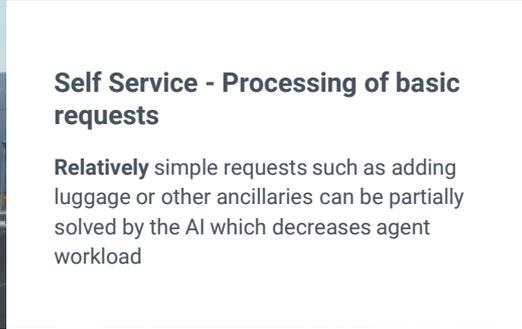
Ramp up to 100% of traffic

Contacts
Bookings

Bookings (in thousands)

Contacts (in thousands)

May 2017 · Sep 2017 · Jan 2018 · May 2018 · Aug 2018 · Dec 2018 · Mar 2019
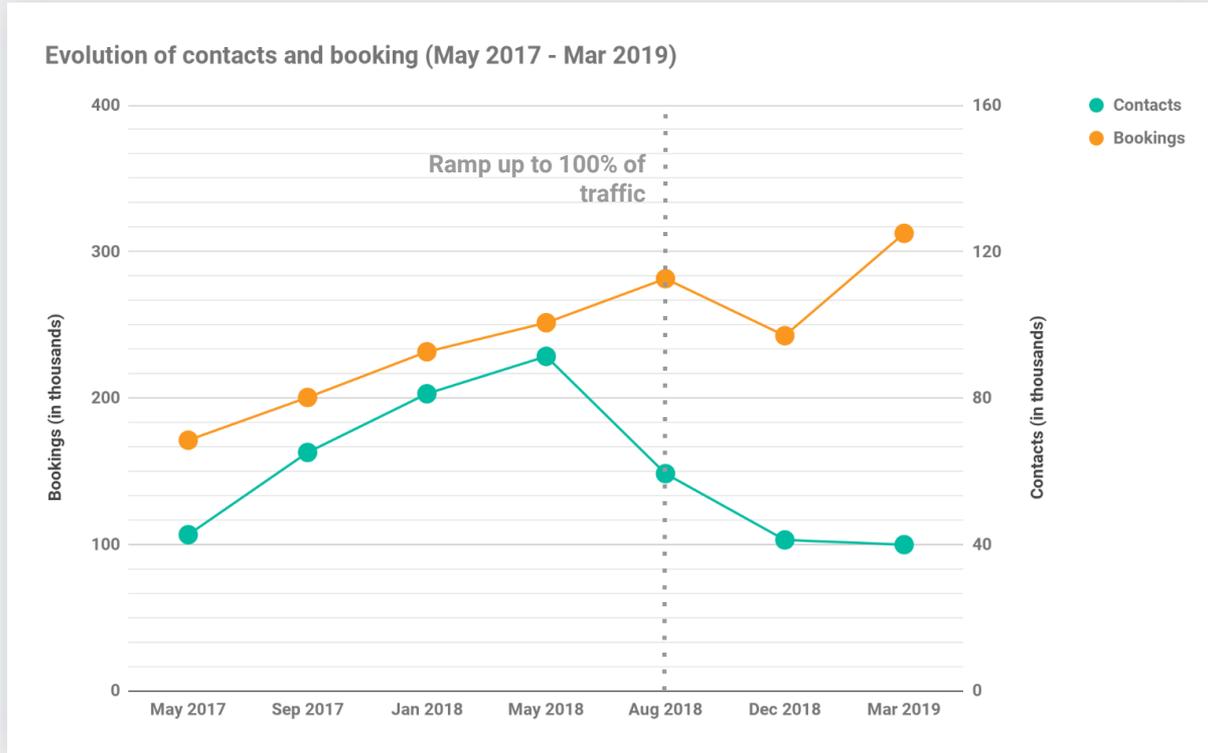
Core ideas behind Voice Assistant in travel

01

Self Service - Processing of basic requests

Relatively simple requests such as adding luggage or other ancillaries can be partially solved by the AI which decreases agent workload

03

Solving booking related questions

Lot of customer inquiries are solved by agents reading information from the system. These inquiries can be solved by implementation of APIs and their integration in the Voice Assistant
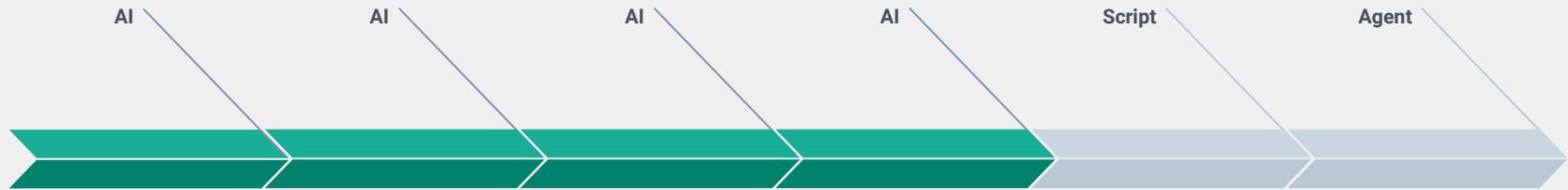

02

The value of agent's time

We aim to automate most of the basic tasks so that agents can focus on bookings with complications or more complex requests. This allows us to serve the customer fast and efficiently even in stressful situations

Call lifecycle - from AI to agent

AI — **Intent capture**

AI captures main intent or prepares a transfer to an agent in case of sensitive topics - Guarantee, Payment issues.

AI — **Verification**

The caller gets verified by the AI. Verification can be done by matching phone number, email, date of birth, travel match or full name.

AI — **Self service**

AI provides assistance with flight details, boarding passes, updating info and adding pets or luggage by either submitting a request or completing the request fully.

AI — **Hangup/transfer**

In case of intents that require agent assistance the caller is informed about being transferred.
If no further assistance is needed, AI says goodbye.

Script — **Database check**

Script compares the information provided by the customer with our database to route the call to relevant queue.

Agent — **Agent assistance**

Customer receives assistance by the most skilled agents depending on the reason for contact or frequency of contacts per booking.

Comparison between a standard IVR and an AI

IVR

Customer Engagement
Classical DTMF IVR does not allow the customer to speak until reaching an endpoint in the options tree, which can take up to 2 minutes

Clarity of choice
Having to go through a tree-like structure might frustrate the customer as he/she might not see the categories the same way as the designer of the IVR

Abandonment
For reasons stated above, the classic DTMF IVR has a much higher abandonment rate.
Our old IVR had abandonment around 40%.

Voice Assistant

Customer engagement
Customers are being spoken to by the AI immediately after being connected, which gets the customer engaged right away.

Clarity of choice
The first thing the customer has to do is express his reason for the call. Teaching the AI most common expressions for specific intents enables us to serve the customer much faster

Abandonment
The abandonment with the voice assistant is around 10-15%. Most of the abandons are right after being connected without the AI having an option to serve the customer.

Overview of fully or partially covered intents

Fully covered

- Add Passport Information
- Invoice Request
- Read back Flight Details
- Providing FAQs for travel related topics
- Add Luggage
- Add Travel Insurance
- Cancellation

Partially covered

- Add meal
- Add Pet
- Boarding Pass

Transfers due to CX

- Special Assistance
- Payment Issues
- Kiwi.com Guarantee
- Forter Issue
- Add Child

Reacting to travel related emergencies

Airline emergency opening	Severe weather conditions	Example recording
Thank you for calling Kiwi.com. If you're calling about the current travel disruption, please visit Manage My Booking or wait for us to contact you. We're doing our best to reach out to everyone affected by this situation.	Thank you for calling Kiwi.com. If you're calling about delays or cancellations due to the current severe weather conditions, please contact the airline for more information. Additionally, please refer to the Travel Emergencies FAQ section on our Website Help Centre.	Cease of operation opening Cancellation request

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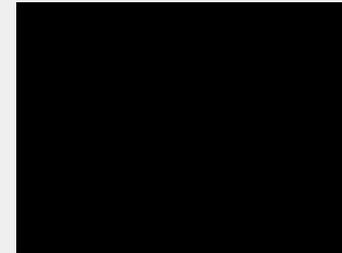
AI related numbers

20-25%

Our implemented features allow the customers to achieve self service in about 20 - 25% of the contacts

8 FTE/day

The self-served queries bring a saving of around 8 FTE per day. The number is lower since there can be more requests per call - agents might still get involved

2 complaints

There have been only 2 complaints regarding the AI since the beginning of the year. Kiwi.com faced complaints about the previous IVR more frequently

10%

The expected impact of the upcoming releases is about 10%. We will be implementing further tunings of cancellations through AI and the option to resend e-tickets

Thanks!

ANY QUESTIONS?

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