

AI & NLP Based Claim Processing Automation Solution Reduces Resolution Time By 80% for European Airline



SITUATION

The client's operations team manually handled all customer complaints and grievances received through the Feedback System, including validating claims and calculating compensations. Manually handling claim processes required extensive efforts and increased turnaround times

IMPACT

Manual resolution of customer claims proved detrimental to overall bottom line and significantly increased time to close complaints, thereby creating negative customer experiences

RESOLUTION

ITC Infotech proposed a solution to automate the Claim Process. The team then implemented an approach driven by AI and NLP to automate Irregularities Compensation and handle customer complaints

The Client

The client is one of Europe's leading airlines and currently has operations across multiple continents including Asia, Europe and North America, and is considered one of the safest carriers in the world.

The Need

Client needs and expectations are constantly evolving, and thus, obtaining feedback to drive performance improvement is extremely crucial for airline businesses which are designed to be Client centric. To drive this process, the client was using a feedback system which enabled them to address grievances and claims for compensation.

While the goal was to ensure that Client needs were being met swiftly and effectively, the client's feedback system had massive influx of incidents, which rose to over 6000 during peak time. This drastically increased more man power to handle the incidents.

The system is governed manually, which caused great delays. The airline operations team that handles irregularities and the support staff were most affected by these challenges as they were forced to exert an inordinate amount of manual effort in order to validate Client claims and determine when compensations needed to be made.

The client was particularly concerned about:

- Passenger claims being handled manually, which is not only a time consuming process, but also results in increased expenditure
- In order to validate passenger claims, airlines support staff have to obtain information pertaining to flight details, passenger details and various other details from multiple systems. This process is more cumbersome and time consuming
- Due to the extensive effort required by airlines support staff to efficiently handle claims, turnaround time for resolution was very high, thereby causing Client dissatisfaction and huge backlogs



The Solution

Given the challenges faced by the client in terms of diminished productivity and reduced efficiencies, the solution had to be designed specifically to automate functions, which were currently being handled manually.

ITC Infotech conceptualized and developed a next-generation automation solution designed specifically for the airline business. This solution enables automation of passenger claims and grievance redress mechanism.

A first of its kind in the European Airlines Industry, the focus of the solution was to improve productivity, operational and business efficiency, and facilitate quicker resolution of passenger complaints and claims. The solution also helped reduce turnaround time and ensure consistent and effective resolution by providing the operations team with streamlined and real-time information.

Key features of the solution are:

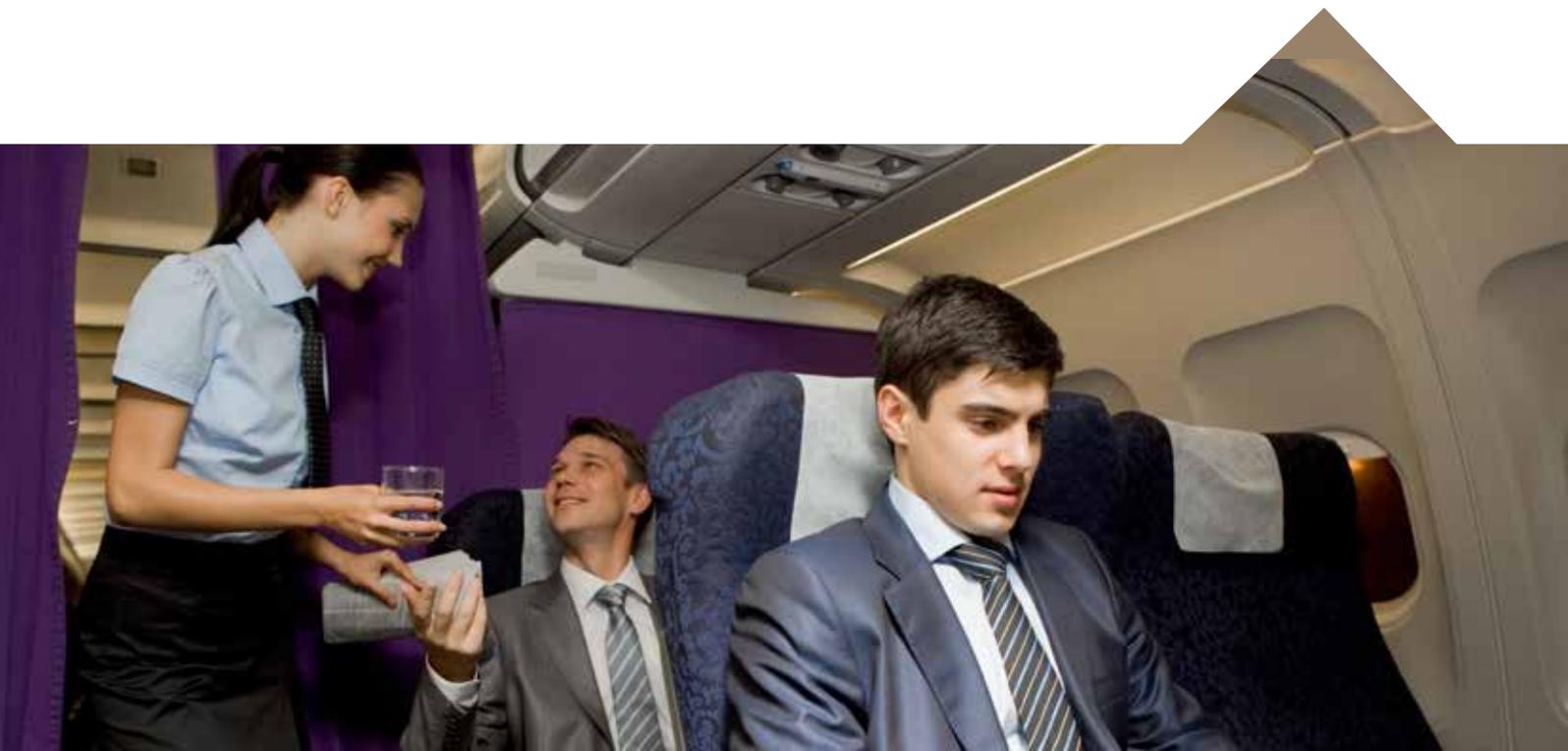
- An AI (Artificial Intelligence) and NLP (Natural Language Processing) driven approach to automate the handling of Client complaints and irregularity EU compensations which encompass goodwill and care.
- The solution is GDPR compliant
- Claim Processing Automation Solution integrates to different disparate systems to extract flight, passenger, and schedule details. The solution validates incidents and presents compensation details to the airlines support staff for further processing

- The solution leverages NLP to understand Client care pain points better and provide accurate compensation value

Business Benefits

The solution delivered by ITC Infotech successfully produced a variety of benefits, namely:

- Significant reduction in support staff efforts
- Resolution time reduced by approximately 80%
- A scalable solution which requires minimal human intervention
- Automated case result calculations for ease of Client agents
- Faster turnaround times for case resolutions facilitated improved Client service experience
- NLP based analysis provides a deeper understanding of the sentiment behind each case, thereby enabling the airlines to improve their compensation services
- Drastic increase in the number of cases resolved by each agent
- Flexible rules management with zero impact on the implementation.



ITC Infotech's Application Development & Maintenance Practice

We are specialized in building custom solutions that would cater to our customer's specific business processes, delivering futuristic and scalable solutions. We work closely with our customers and build custom solutions that provide strategic benefits with improved time to market and increased flexibility.

Our focus on the 5Ds - Domain, Design, Data, Digital & Differentiated delivery puts us in a strong position to deliver the best value for our customer on outsourcing and offshoring initiatives. We have enabled Fortune 100 companies to gain business value from the software lifecycle process. Our decades of experience have helped us build unique capabilities and assets such as domain led solutions, offshoring assessment framework, accelerators and tool kits like building blocks for application development (BRICKS ©), re-usable components and automation tools across the Software Development Lifecycle (SDLC). We are a global full scale service provider with distributed delivery model capability. Our experience in successfully setting up and managing such large delivery centers for our Fortune 500 clients for many years now helps us ensure on-going sustainable business value for all parties.

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