

Scaling customer service with AI

As a lead strategic partner for KLM, TCS digitized, automated, and scaled the conversational customer service operations. For this, TCS developed multiple Chatbots using Google Dialog flow that greatly reduced human effort and increased efficiency.

The challenge

Given a sizeable influx of requests and queries from users, scaling the number of human agents was not economical. KLM decided to maximize their reach and enhance the customer experience by designing and implementing customer service functionalities within messaging platforms on social media channels, such as Facebook, Twitter, WhatsApp, etc.

The solution

TCS developed chatbots using Google Dialogflow to respond to customer queries, collect missing data, provide updates and status. These natural language chatbots are available to customers in multiple languages, messaging channels and voice assistants. For this project, a total of 8 AI engines were deployed to handle close to 150K questions per month.

The results

The system made it possible to employ elastic-servicing operations that handle expansive increases in volume during major disruption events during last years. Benefits achieved include delegating the servicing to Chatbots; thereby, utilizing human effort where it is needed most. And, a 3X increase in the number of users was achieved creating exponential customer value.

TCS' design and deployment of the new social media servicing platform, leveraging Google Cloud's capabilities, has enabled KLM to realize a 4X increase in the handling of messages and a 3X increase in the number of users, which has created exponential customer value.



About KLM ROYAL DUTCH AIRLINES

KLM, the flagship carrier of the Netherlands, is in the forefront of the European airline industry. This market leader offers reliability and a healthy dose of pragmatism, with 32,000 employees working to provide innovative products for passengers and a safe, efficient, service-oriented operation with a proactive focus on sustainability.

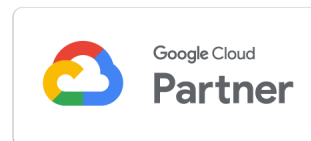
Industry: Other

Primary project location: Netherlands



About Tata Consultancy Services Deutschland GmbH

TCS is an IT service, consulting & business solutions organization that has partnered with global businesses in their transformation for over 50 years



Products

Google Cloud Platform