



# Mindtree

Welcome to possible

## Mindtree PaxPulse

### Accelerate your social engagement with actionable insights

#### Social media: Listening to the connected traveler

##### Scenario 1

Alice and Max are going on a vacation to Paris from San Francisco on an Air Possible flight. It's a long flight and they wanted seats with more legroom for a comfortable journey. However, not only did they not get the added legroom they wanted, the choice of beverages on menu was extremely limited. Alice is really disappointed and posts about her bad experience on Air Possible Facebook page.

##### Scenario 2

Dan is a frequent business flyer with Air Possible airlines. His flight gets delayed due to technical issues but he received great service from the ground staff in the form of timely updates, refreshments and lounge access. He appreciates the 'can-do' attitude of the staff, yet is dismayed by the delayed flight leading to a disruption in his plans. He tweets about the deterioration of operations at Air Possible.

Social media is a part of daily life for today's passenger. Armed with mobiles, they do not hesitate in expressing their opinions and preferences in the spur of the moment. Raising concerns on traditional channels like customer care command centers typically results in long waiting periods (and often a disappointing experience) and thus the shift to social is rapidly picking up momentum.



## Sense & Respond: Accelerate your Social Engagement with Actionable Insights

In this digital age, it is very common for a passenger to post about a bad (and occasionally good) experience on social media. Over the years, social media has acquired a tremendous following and is inherently open to all which can easily lead to a widespread dissonance. <sup>1</sup>Nearly, 60% of international passengers use social media as they travel, according to the Passenger IT trends survey. The key to manage the negative sentiment and prevent its spread is to quickly sense and respond to customer concerns/complaints on social media. Studies have shown that, <sup>2</sup>around 60% of the social media users expect reply to their concerns on the same day and 25% expect it within an hour. Currently, this is being done manually by airline command centers. Due to the extensive number of social posts, this quickly turns into a problem of scale and tends to overwhelm the airlines. Still, absence of a timely response leads to disappointed customers and loss of brand value.

As such airlines are using various social media monitoring tools to understand, engage, retain and influence passengers. Most of these tools are not specific to the airline industry and a lot of them

are only monitoring or reporting social media data, as opposed to acting on it. Even the ones delivering social media intelligence need expert intervention for interpretation of their rich analytics. However there is no guarantee that these are the right next best actions. Would these convert Alice and Dan (from scenarios depicted above) from dissatisfied passengers to brand advocates or even loyal customers? Accurately understanding the context of a passenger post to provide the right 'Next Best Action' at the right moment may be the critical cog that improves customer satisfaction and converts the passenger into a happy and loyal customer.

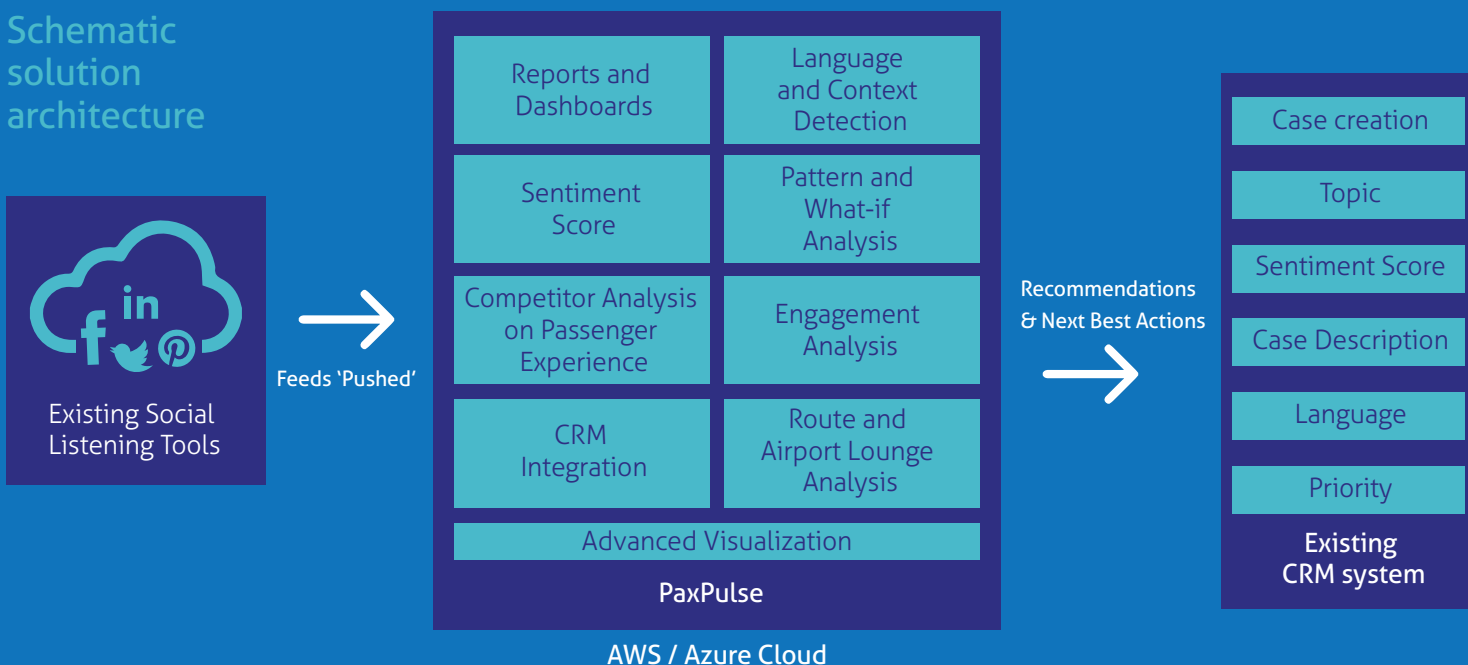
There is a need for an intelligent product that can classify data into business facets according to the airlines industry, analyze & interpret the data and generate customized recommendations of action items that can be fed into any existing CRM. These recommendations can then enable crafting of a suitable response for the customer concern. Most of such CRM responses, requiring standard replies, can be automated. This can significantly increase the efficiency of airline command centers by enhancing the response time and, more importantly, lead to higher customer satisfaction and positive impressions of their brand.

## Mindtree PaxPulse

Mindtree's PaxPulse is a cloud-based 'Social Intelligence & Recommendation Platform' for the airline industry that **recommends specific actions** based on passenger **behavior analysis** and integrates actions and service requests into organization's existing CRM system. It automates passenger complaint resolution by working on actionable recommendations and processing them based on pre-set business rules.

PaxPulse sits between the airline's social listening tool and the CRM taking the aggregated social data as input, processing it using **Mindtree's pre built classifiers, algorithms and machine learning frameworks** to come up with actionable insights/recommendations.

### Schematic solution architecture



<sup>1</sup>SITA passenger IT trends survey, 2014

<sup>2</sup>Social Times: How Social has Changed Customer Relationship Management, Jun 2014



## Features of PaxPulse

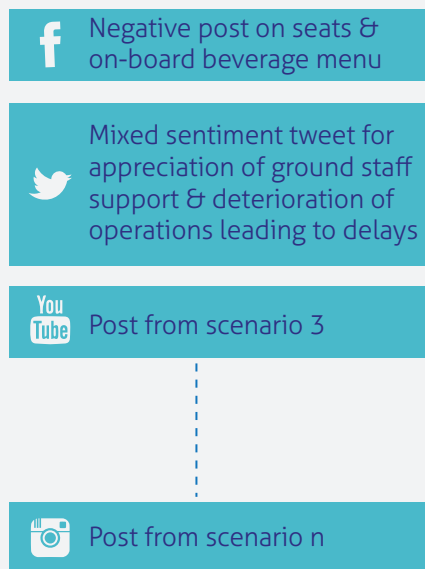
- **Single source of truth** integrating the voice of customer
- **Customizable data classification** into various business facets such as Pre booking, Reservation, Check-In, In-Flight and Post Flight experiences
- **Segregation into actionable categories** concerns, feedback and service requests using Mindtree's pre built airline specific classifiers and algorithms
- **Sentiment Analysis** to accurately highlight the context of conversations
- **Intelligent Recommendations/Next Best Action** based on smart algorithms and machine learning suggesting the way forward for passenger concerns
- **Automatic CRM Integration** by feeding the recommendations into the existing airline CRM. Thus, automating passenger concern resolution and significantly reducing the request resolution time



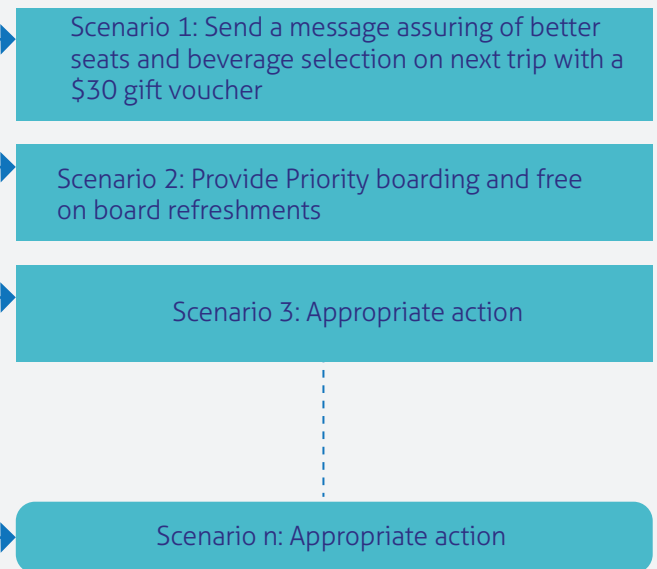
## Benefits of PaxPulse

- **Automation:** Eliminates manual intervention in processing passenger concerns/ service requests on social media leading to productivity gains – approx. 100-150 %
- **Prioritization:** Scores and prioritizes passenger posts based on sentiment, intensity and urgency
- **Easy integration:** Open system with APIs to integrate into airlines' existing social listening and CRM systems
- **Language detection:** automatic language detection enables the routing of the request to the right agent
- **Superior customer experience:** Quick response time to passenger concerns leads to happier customers and augments brand value

### Passenger Posts on Social Media



### Recommended Actions *(as per pre-set configurable business rules)*



How PaxPulse automatically resolves the passenger concerns depicted in scenarios above

## Automated Resolution of Passenger concerns on Social Media

PaxPulse can automate the resolution of passenger concerns posted on Social Media according to pre-set business rules by integrating the corrective actions into the existing CRM e.g. auto upgradation of seats on the next transit flight, free refreshments on delayed flight, auto selection of seats with better leg room on next flight etc. Thus, enhancing airline command center productivity as well as ensuring superior customer service and satisfaction.

---

## About Mindtree

Mindtree [NSE: MINDTREE] delivers digital transformation and technology services from ideation to execution, enabling Global 2000 clients to outperform the competition. "Born digital," Mindtree takes an agile, collaborative approach to creating customized solutions across the digital value chain. At the same time, our deep expertise in infrastructure and applications management helps optimize your IT into a strategic asset. Whether you need to differentiate your company, reinvent business functions or accelerate revenue growth, we can get you there. Visit [www.mindtree.com](http://www.mindtree.com) to learn more.