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HUMONIQ / WHITE PAPER 04

Elastic capacity & disruptions

Why disruptions overwhelm any roster, why passengers pay for the peak, and how agentic AI makes capacity elastic: every affected passenger reached at once and re-accommodated through a conversation, with nothing idle in the quiet.

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01 / THE DISRUPTION PROBLEM

Why disruptions

hurt so much.

A cancellation turns one flight into hundreds of urgent, different requests at the same moment. Every passenger needs an answer, most need a new plan, and the airline has minutes, not hours, before the seats on the next flights are gone.

What one cancelled flight sets off.

Hundreds of requests at once

One cancelled aircraft is every seat on it asking for help in the same ten minutes, across chat, phone and the desk at the gate. Each trip is different, so each request is different too.

The clock is already running

Seats on the next flights go to whoever is rebooked first. Every minute in a queue is an option that disappears, and a simple change can become an overnight stay.

Uncertainty multiplies contact

A passenger who cannot get a useful answer calls, opens a chat and tries again later. The same unresolved problem adds work to several queues at once.

Disruptions are the hardest moment in air travel support, and the one passengers remember.

02 / THE STAFFING PROBLEM

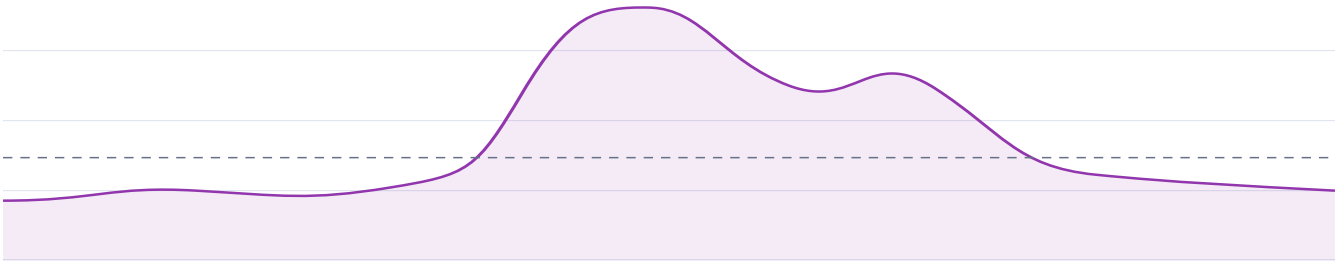
Why human-only teams

aren't enough.

Staffing is bought in advance against average demand. A roster can be planned for a season, but it cannot expand in the ten minutes after a cancellation. So traditional support is sized for a day that rarely comes, and still falls short when it does.

Overstaffed in the quiet. Overwhelmed in the storm.

Support demand: violet / Staffed capacity: grey dashed



Routine demand Disruption Recovery

Below the line: paying for idle seats.

Every quiet hour, the airline pays for capacity nobody is using.

Above the line: passengers wait anyway.

Every disruption, requests outrun the roster and the queue grows, however much capacity was bought.

Demand can surge before staffing can respond. Conceptual illustration of a demand spike and fixed short-term capacity, not operational data or a forecast.

Extra agents can be called in, but they arrive in hours, and the disruption is decided in minutes. By the time the roster has grown, the seats that would have solved most of the queue have gone to whoever was reached first. The people on shift are not the problem. The model that asks a fixed team to meet a demand that is anything but fixed is.

Why air travel is so hard to staff

03 / THE OFFSHORE ANSWER

Why offshoring

barely helps.

An outsourcer sells seats and hours, and those seats are rostered in advance too. Surge clauses and shared pools exist, but the storm still needs the right people, trained on this airline's rules, in the right language, with access to the systems, at the moment it breaks. Distance and lost context make every rebooking slower.

What a surge clause still needs.

People in chairs	A surge clause is the right to ask for more agents. The provider still has to find them, and its own roster was also bought in advance against average demand.
Trained on your disruption policy	Waivers, entitlements and the order of options differ by airline. An agent pulled from a shared pool knows the system, not necessarily your rules for tonight.
With access to the systems	Rebooking means acting in the airline's reservation, ticketing and baggage systems. Access is provisioned per person and rarely in the hour it is needed.
In the right language, right now	The surge is in one market, one language, one night. A pool sized for the average week rarely has that combination free at that moment.

Offshoring changes where the roster sits. It does not change that it is a roster.

What offshoring does to the bill

What offshoring does to management

04 / THE REBOOKING EXPERIENCE

Why re-accommodation

CX is so bad.

The automatic rebooking suits the schedule, not the person. The notice says what happened, not what to do, so passengers chase. Behind every rebooking sit three jobs, search, rules and action, done one after another by a busy agent, for one passenger at a time.

One broadcast. Three passengers it fails.

WHAT THEY HEAR	WHAT THEY NEED
“You have been rebooked on the next available flight.”	The connecting passenger Needs the onward flight protected, or a reroute that still arrives, not the next departure to the same airport with the connection already gone.
“Your new itinerary is attached.”	The family Needs to travel together, with seats and bags kept as one booking, even if that means a later flight. A split itinerary is a second problem to solve.
“We apologize for the inconvenience.”	The traveler on a deadline Needs the earliest arrival on any carrier and will accept the change. A wait until tomorrow is a missed meeting, however politely it is announced.

A good rebooking is a conversation, not a broadcast.

A good rebooking finds the options across the airline’s own flights and partner inventory, checks the fare rules, the disruption policy and the entitlements for this ticket, then makes the change and confirms it before the passenger leaves the conversation. Done serially, that is an hour a passenger. Multiplied by every seat on the aircraft, it is why the broadcast exists at all.

More on world-leading CX

05 / THE COST OF THE PEAK

Why passengers

pay for the peak.

The cost of staffing for the worst day is paid on every quiet day, and the worst day still goes badly. Both bills reach the passenger: the idle capacity as part of the fare, and the failed day as waiting, missed connections and worse outcomes.

Where the cost of the worst day lands.

Every quiet day

Idle capacity, paid for

A roster sized for the storm is paid through every calm week. That standby cost is part of the cost of every ticket sold, whether or not anything goes wrong.

On the day

A queue, despite the spending

When the storm arrives the roster is full within minutes anyway. The passenger pays again, in hours of waiting, in seats that went to someone else and in a night away from home.

What it should be

Capacity that follows demand

Present when the demand is, absent and uncharged when it is not. The airline pays for resolutions, not for seats waiting for a storm, and the passenger is served the moment it breaks.

> Passengers pay for the peak twice: in the fare for the quiet days, and in the queue on the day.

Capacity should be elastic. That is not a bigger roster or a better forecast. It is capacity that exists the moment a request does, works on every request at once, and costs nothing when there is nothing to do. Humoniq's AeroDynamic is built for exactly that moment, within the airline's policies and approval rules.

Meet AeroDynamic

06 / THE HUMONIQ WAY

How Humoniq

solves this.

Two principles, end-to-end automation and world-leading CX. AI resolves most requests the moment they arrive, specialists handle the rest, and the airline pays one dollar per resolution.

The Humoniq standard.

PRINCIPLE 01

End-to-end automation.

AI carries each request from first message to confirmed resolution, inside the airline's rules and systems. Specialists step in only where judgement is needed.

PRINCIPLE 02

World-leading CX.

Not undetectable. Measurably better than human on everything a passenger notices: speed, accuracy, depth and a shorter path to the outcome.

WHAT THIS MEANS IN PRACTICE

01	Instant response	An answer in seconds, at 3 a.m. or mid-disruption.
02	No queues	Every passenger is served at once. Only escalations ever wait.
03	Parallel work	Searches, checks and bookings run side by side, not one after another.
04	Deep integrations	Real actions in the airline's own systems, within its rules.
05	Faster resolutions	The most direct path to the best outcome, with fewer repeat contacts.

How this makes capacity elastic.

Moved before they ask.

A PASSENGER'S PATH THROUGH A CANCELLATION

Traditional air travel support

Hours of chasing

Cancellation notice › Join the queue

Explain the trip › Wait for options

Rebooked, maybe

The passenger does the chasing, and the outcome depends on who they reach, in which queue, and how many seats are left by then.

Humoniq

Minutes, no queue

Moved proactively › Asked if it suits

Confirmed

The new plan arrives with the news, for every passenger on the flight at once. Each one adjusts it in plain language, and the change is confirmed in the same conversation.

HOW WE GET THERE

Capacity is software

Every request gets its own worker the moment it arrives, however many arrive together. Nothing is rostered in advance and nothing is charged for the quiet.

Proactive, not reactive

Affected passengers are contacted with a new plan the moment the disruption is known, within the airline's rules, before any queue exists.

People for the exceptions

Specialists take the rare judgement call with the trip, the options and the rules already in hand, instead of a queue.

A CALMER DISRUPTION

Be ready for the surge.

Not just the forecast.

Tell us how your disruptions run today, from the first operational decision to the last rebooked passenger, and we'll show you what AeroDynamic would do with them, within your policies and approval rules.

Explore AeroDynamic

https://humoniq.ai/products/aerodynamic