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HUMONIQ / WHITE PAPER 05

Multilingual & 24/7 support

Why every language and every hour multiplies the roster, why three shifts do not make 24/7, and how agentic AI brings the same airline knowledge and judgement to every passenger, in their own language, at any hour.

IN THIS PAPER

01 Why air travel support is uniquely difficult. 02

02 Why 24/7 support isn't just 3 shifts. 03

03 Why languages compound the problem. 05

04 Why airlines benefit from local speakers. 06

05 Why this is the new standard. 07

06 The Solution 09

humoniq.ai/solutions/multilingual-and-24-7-support

01 / THE COVERAGE PROBLEM

Why air travel support

is uniquely difficult.

A passenger books in one time zone, departs from another and asks for help in the language they think in, usually at the exact moment a flight is boarding. The request is rarely a question. It is a change that needs airline knowledge, access to the booking and the authority to act. No other support operation is asked to be fluent, awake and capable all at once.

What one request asks of an airline.

Four demands, one conversation

The moment

Help is needed while a flight is boarding, a connection is being missed or a deadline is passing. Urgency ignores opening hours, and while a request waits, the available options narrow.

The place

Passengers book in one time zone, depart from another and land in a third. Whichever office is open, it is the wrong hour for someone.

The language

Passengers write in the language they think in. A reply they half understand is not support, least of all just before a booking is changed.

The work

A useful answer needs airline knowledge, access to the booking and the authority to act. A reply without those is an acknowledgement, not a resolution.

Every language, at every hour, through every peak. Each requirement multiplies the roster the other two already need.

Why air travel support suits AI

02 / THE HOURS BETWEEN SHIFTS

Why 24/7 support

isn't just 3 shifts.

Three shifts cover the clock on paper. In practice the night shift is the thinnest and most junior, the specialists who can approve a refund or reissue a ticket keep office hours, and every handover is a chance for the thread to break. The passenger inherits each gap as a delay.

Availability means being able to help.

Three shifts on paper	Support that carries the context
A passenger needs help at 2 a.m. The night shift is the thinnest and most junior. An acknowledgement confirms the message arrived, and useful work waits until the relevant team opens.	Establish the actual problem, check the booking and the available options, and act within the airline's policies, permissions and connected systems.
The conversation crosses a shift. The next agent rebuilds the context without the reasoning behind an earlier decision, often by asking the passenger to explain it all again.	Retain the request, the choices and the actions already taken. If a specialist joins, pass on the reasoning as well as the conversation.

Three shifts on paper	Support that carries the context
A decision needs the back office. Specialists, ticketing and approvals keep office hours. The whole request waits in a general queue, even when most of the work could be completed.	Complete the work within scope, identify the exact decision required and route it with its urgency and context intact.

Three shifts cover the clock. Being available matters when it helps the passenger make progress.

The hours between shifts also hold the airline’s own deadlines. Ticketing time limits expire overnight, system maintenance windows fall when the office is dark, and a departure in another time zone does not wait for the morning. Overnight cover is paid for all night to handle a handful of requests, and still struggles when a disruption sends them all at once.

More on elastic capacity and disruptions

03 / THE LANGUAGE MULTIPLIER

Why languages

compound the problem.

Every language an airline adds is a separate operation inside the operation: its own roster, its own training, its own replacements when someone leaves, across every hour of the day. Air travel is also full of distinctions that change the outcome, a reservation and a ticket, a refund and a credit, a changed flight and a missed connection. Fluent wording is not enough if the decision behind it is wrong.

Where language costs more than words.

Separate queues divide capacity.

An agent can sit idle while a passenger waits in another language queue. Every added language means balancing skills, schedules and demand across a more fragmented team.

Language can limit capability.

The agent who speaks the language may need a colleague to handle the ticket. The specialist who can solve the problem may need someone else to explain it. Every relay adds delay and room for misunderstanding.

Small ambiguities become real mistakes.

A date, an airport, a name or a condition can be misread even when the conversation sounds natural. Precision matters more than a polished translation, especially before a booking is changed.

Each added language brings its own roster, training and replacement problem, repeated across every hour of the day.

Relays make it worse. The agent who speaks the language passes the ticket to a colleague who does not. The specialist who can solve the problem needs someone else to explain it. Each handoff adds delay and a chance of misunderstanding, and the passenger explains the situation one more time.

Our view on customer effort

04 / LOCAL FLUENCY

Why airlines benefit

from local speakers.

The case for local speakers is not sentiment. A passenger who is understood in their own language, in their own idiom, explains the situation properly and trusts the answer. Dates, names and airports follow local conventions. Expectations around refunds and assistance differ by market. All of it matters most just before a consequential change.

What a local speaker gets right.

01

Trust

A passenger who is understood in their own words, with the idiom they actually use, stops bracing for a misunderstanding and explains what really happened.

02

Precision

Dates written day first or month first, names with two family names, airports known by a local nickname. A local speaker reads them the way the passenger meant them, and checks before a consequential change.

03

Local norms

Expectations around refunds, assistance and what counts as a fair outcome differ by market. A local speaker knows what the passenger is likely asking for and how the airline is expected to respond.

No human roster can hold enough native speakers for every market at every hour. That is why language became a routing constraint.

Humoniq removes the constraint. AeroChat and AeroVoice let an airline serve every passenger the way a local speaker would, with the same airline knowledge, operating rules and system access behind every language, and specialists on hand for the exceptions. The passenger gets the conversation they would have with the best local agent, at whatever hour they need it.

Explore AeroChat

Explore AeroVoice

05 / THE NEW STANDARD

Why this is

the new standard.

Passengers now expect to be understood in their language, at any hour, from the apps they already use every day. An airline that still queues by language and by shift will look dated beside the services around it. The new standard is simple to state: equal capability in every language at every hour, with the same rules and verification, and a plan for the exceptions.

What a serious standard requires.

Six checks

FOR EVERY LANGUAGE

Test meaning, not just grammar.

Test intent, restrictions and available options, not fluent wording. Include local date conventions, mixed-language requests and air travel terminology.

Apply the same operating rules.

Keep policies, permissions and approval points consistent. A different language must never mean weaker verification or a less capable service.

Make clarification useful.

Clarify when an ambiguity could change the outcome. If a specialist is needed, carry the context forward so the passenger does not start again.

FOR EVERY HOUR

Test the hours between shifts.

Evaluate requests across origin and destination time zones, ticketing deadlines and maintenance windows. Know which actions stay available and which need a fallback.

Keep judgement consistent.

Use the same policies, permissions and checks at night as at noon. Ask a question when it improves the decision, not as a step imposed on the passenger.

Make escalation useful.

Tell passengers what has been done, what remains and when to expect the next step. A handoff should preserve progress, not send them back to the beginning.

The question to ask

Would this passenger get a better outcome if they spoke another language, or asked at noon?

If the honest answer is yes, the airline has two standards of support, not one. Humoniq's answer is a single standard: the same knowledge, rules and verification in every language and at every hour, with specialists for the exceptions.

More on world-leading CX

More on the cost of global coverage

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 delivers multilingual, 24/7 support.

Every hour, in every language.

HOURS IN WHICH A REQUEST IS RESOLVED IN THE PASSENGER'S LANGUAGE

Traditional air travel support

Office hours, by roster



Outside the shift, messages wait for the morning. Even inside it, most languages depend on who happens to be rostered, so a 3 a.m. request in the wrong language means a callback.

Humoniq

24 of 24, all languages



A 2 a.m. cancellation is rebooked at 2 a.m., in whichever language the passenger writes, with the same knowledge, rules and permissions as at noon.

HOW WE GET THERE

One standard in every language

Fares, policies and procedures are built in once and apply in every language, so language is part of the conversation, not a routing constraint.

Nothing idle in the quiet

Requests are worked the moment they arrive, in every time zone. No overnight roster to fund for a handful of requests, and nothing charged while it is quiet.

Specialists for the rare case

Informed escalation when a human decision is genuinely needed, with the context already prepared, at any hour.

BEYOND ROSTERS AND QUEUES

Every language. Every hour. *One standard of support.*

Discuss the languages your passengers use and the requests that arrive outside your staffed hours. Map the systems, decisions and specialist support needed to keep each one moving, at any hour.

Explore AeroChat

https://humoniq.ai/products/aerochat