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HUMONIQ / WHITE PAPER 02

Reduced labor costs

Why traditional support costs far more than agents' wages, why extra capacity and outsourcing barely help, and how agentic AI changes the economics: requests resolved end to end, paid per outcome rather than per hour, seat or idle shift.

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01 / THE FULL OPERATION

Why support

is so expensive.

Agent wages are only the visible line. Behind every agent hour sit recruitment, training, management, workplaces, systems and idle capacity. Support is expensive because the airline pays for all of them, whether or not a request gets resolved.

Traditional support costs much more than agents' wages.

Pay & benefits

The visible line: wages, employer taxes, insurance, retirement and paid leave for everyone on the support team. Even here, paid leave and absence are part of the cost of every hour actually worked.

Recruitment & attrition

Support teams turn over constantly, so recruiting never stops. Advertising, interviewing, assessing and onboarding replace capacity the airline already had, and each new hire is paid before they can resolve anything.

Training & management

Agents need paid weeks to learn fares, policies and systems, then ongoing coaching, team leads, schedulers and quality reviewers. None of these people resolve requests, but the operation does not work without them.

Offices & equipment

Every seat needs a workplace, a computer, a headset, connectivity and IT support, whether the queue is busy or quiet.

Software & systems

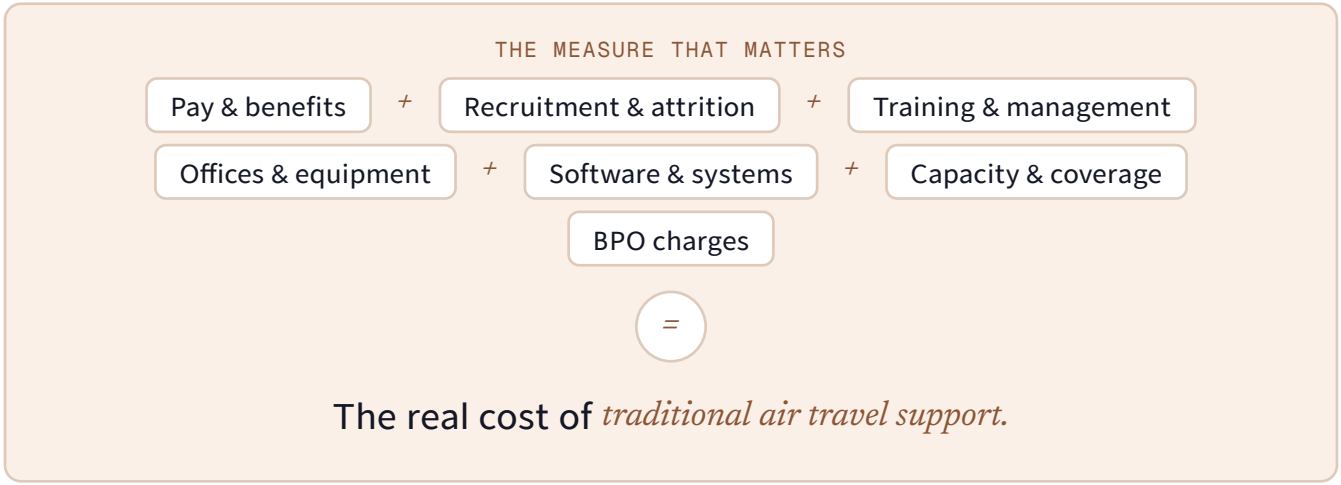
Contact-centre platforms, telephony, knowledge tools and system access are licensed per seat or per use, and the bill grows with the team.

Capacity & coverage

Demand arrives in peaks and disruptions. Rosters are staffed for the peak, so the airline pays for standby time, shift cover and spare capacity through every quiet hour.

BPO charges

Outsourcing moves the team to a different employer. It does not remove a single cost above. The provider still pays, recruits, trains, supervises and equips its agents, then adds its own corporate overhead, account management, commercial risk and profit margin. All of it arrives in the invoice, alongside the specialists, oversight and escalations your airline still keeps in-house.



Humoniq removes this ledger from the price. The airline pays one price for each resolved request, and the hiring, training, management, workplaces, systems and idle capacity behind an agent hour are no longer the airline's to fund. What remains is a smaller, more skilled team for the cases that need judgement.

02 / THE COST OF CAPACITY

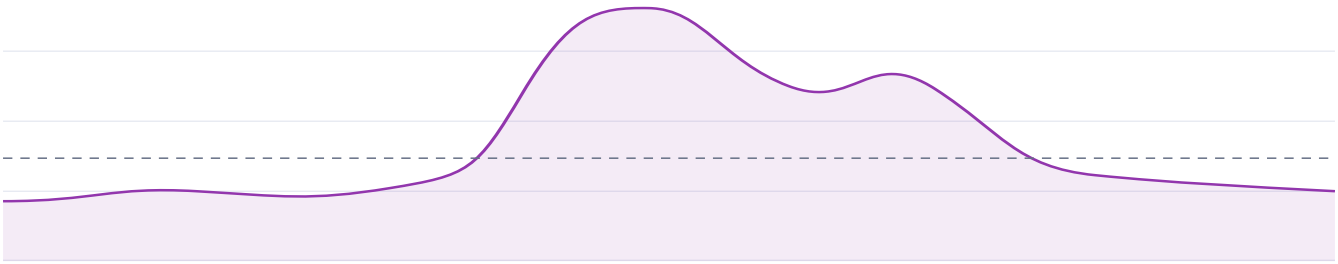
Why extra capacity

barely helps.

Traditional support buys capacity in advance, and it is never the right amount. Staff for the peak and you pay for seats that sit idle through every quiet hour. Staff for the average and the next disruption outruns the roster, so passengers wait anyway. Adding agents moves the line without removing the problem.

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.

Humoniq scales the moment demand does. Every passenger is answered at once, in a disruption or a quiet hour, and nothing is charged for capacity when demand falls, because there is no roster to pay for. The only wait is for the rare escalation, and we keep those rare by building coverage for common requests and edge cases alike, with the deep integrations each one needs.

More on elastic capacity and disruptions

03 / THE COST OF STARTING AGAIN

Why attrition

hurts so much.

Traditional support depends on expertise that can walk out the door, and in support teams it regularly does. Replacing an agent means more than filling a vacancy. The airline pays to recruit, teach and supervise a replacement, while experienced colleagues carry the missing capacity and the knowledge that left has to be rebuilt from nothing.

One departure starts another round of paid work.

01

Recruit again.

Find candidates, interview, assess and onboard. Recruiters and managers spend their time replacing capacity the airline already had.

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02

Teach again.

Pay the new hire to learn fares, policies and systems, while an experienced colleague spends time teaching rather than resolving requests.

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03

Build confidence again.

Fund supervised work, extra checks and coaching while the new agent develops the judgement that the departing agent took with them.

A replacement restores the team the airline already had. The paid work of rebuilding it is the cost of attrition.

The hidden cost is the time of people who stay. A trainer cannot spend the same hour coaching a new hire and resolving a difficult request, and managers review more work while the new agent learns, so frequent turnover keeps part of the operation permanently rebuilding. Humoniq learns the airline’s fares, policies and systems once and keeps them. Nothing resigns, nothing is retaught, and the specialists the airline retains spend their hours on judgement rather than on starting again.

More on lean team management

04 / THE OUTSOURCED OPERATION

Why outsourcing

doesn't fix the bill.

A business process outsourcer, or BPO, can offer lower wages, shared infrastructure and scale. But outsourcing traditional support changes who employs the team, not the need to recruit, train, manage and seat it. Every line of the ledger is still paid, now by the provider, and the provider's price also has to support its own business.

The invoice is only part of the cost comparison.

Inside the BPO invoice **The delivery operation**	Agent pay, recruitment, training, supervision, facilities and systems. Shared delivery can make these cheaper, but the work still has to be funded.
Also inside the invoice **The provider's business**	Corporate overhead, account management, commercial risk and the provider's margin are reflected in its price. These are not extra amounts to add twice.
Outside the invoice **The airline's retained work**	Include the policy specialists, vendor oversight, quality reviews and escalations your airline still handles. The split depends on the contract.

BPO invoice + airline-retained costs = the real cost of outsourced support.

Check what the contract charges when demand falls, languages are added or replacements need training. Agent-hours and dedicated seats buy availability, and per-contact pricing can charge several times for a request that takes several contacts to resolve. Humoniq is priced per resolution, not per hour, seat or contact, so idle capacity, added languages and replacement training never reach the invoice. The airline pays when a request is resolved, and otherwise it does not.

How to count these costs

Count recruiting, onboarding and paid training for replacements. For outsourcing, add the invoice and airline-retained costs, counting each cost once.

Supporting research on staffing and provider costs

05 / THE COST OF GLOBAL COVERAGE

Why global coverage

multiplies cost.

An airline needs more than enough agents in total. It needs the right expertise, in the right language, at the right hour, every day of the year. Each coverage requirement splits the team into smaller pools that cannot share spare capacity, and each pool brings its own scheduling, training and replacement costs.

The right person must be available at the right time.

01

Every language

Enough people with the language skills and airline knowledge to resolve requests, even when demand differs between markets.

02

Every hour

Rosters that cover departures, arrivals and disruptions across time zones, including the quiet hours between requests.

03

Every gap

Cover for leave, absence and departures. A replacement needs the right language, the right shift and the right training before the gap closes.

Every language, every hour and every gap repeats the hiring, training and supervision bill.

Multilingual agents and shared teams can reduce fragmentation, but their hours still need to match demand. A quiet queue in one language cannot always relieve a busy queue in another, overnight cover still costs money when few requests arrive, and when someone leaves, the gap is a specific combination of language, shift and airline knowledge. Humoniq brings the same airline knowledge and system access to every language and every hour from one service, within the airline's operating rules, so coverage stops multiplying rosters, training and vacancies.

More on multilingual and 24/7 support

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 drives low labor costs.

Five dollars becomes one.

USD PER RESOLUTION

Traditional air travel support, all-in

$5

Wages, hiring, training, management, workplaces, systems and idle capacity, every one of them inside the price.

Humoniq

$1

80% less per resolution, with specialists handling the exceptions and nothing charged for rosters, training or idle capacity.

HOW WE GET THERE

Automation first

Most requests never reach an agent, so no agent-hour, and none of the cost behind it, is spent on them.

Very high coverage

Common requests and edge cases alike are built in, with the deep integrations each one needs, so escalations stay rare.

Fewer repeat contacts

A resolution is finished the first time, so the same request does not come back as a second or third cost.

A DIFFERENT OPERATING MODEL

Reduce the operation.

Keep the expertise.

Humoniq costs USD $1 per resolution. Build a smaller, more skilled human team around it. Compare the full cost of traditional support with Humoniq plus the human support you retain.

Explore our pricing

humoniq.ai/pricing