humoniq

HUMONIQ / WHITE PAPER 02

World-leading CX

IN THIS PAPER

01 Why support earns a bad name. 02

02 Why speed isn’t the whole story. 03

03 Why one request crosses every team. 04

04 Why hard isn’t impossible. 06

05 The Solution 08

humoniq.ai/solutions/world-leading-cx

01 / THE REPUTATION

Why support

earns a bad name.

The hold music, the booking reference repeated for the third time, the department that opens tomorrow. These aren't careless choices. They are what happens when a human team is asked to cover more than any team can.

What a human team is asked to cover.

01

Every language your passengers speak

An available agent is only useful if they speak the passenger's language.

×

02

Every hour, in every time zone

Your passenger's departure may fall outside your support team's working day. Someone still needs to be able to help.

×

03

Capacity for the worst day of the year

One cancelled flight creates hundreds of urgent requests at the same moment.

A team no airline can afford to keep ready, and a reputation no airline chose.

How passengers experience it.

The wait.

Nobody is available in the passenger's language at that hour, so the queue grows and the hold music starts.

The repeat.

Each handoff between shifts, channels and vendors starts from scratch. The passenger retells the story.

The deflection.

The website, the app, a form, another department. The request moves on, but it isn't resolved.

Why air travel is so hard to staff

02 / WHAT PASSENGERS WANT

Why speed

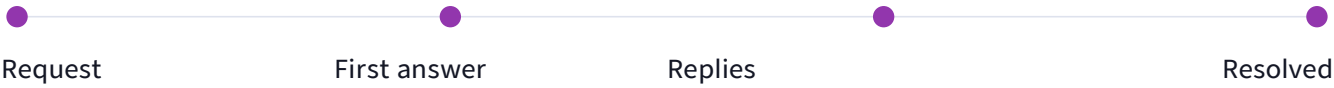
isn't the whole story.

Experience is shaped by how quickly someone answers, how long each reply takes, whether the answer is right, whether the outcome was the best available, and whether the next passenger gets the same. All of it matters. A passenger can be grateful for help and still have received a worse outcome than was possible. Judge the resolution, not just the relief.

One request, measured three ways.

Time to a first answer and the pace of each reply are easy to report. The measure passengers feel is the whole span, from asking to solved.

One passenger request



Time to first answer

How long before anyone responds at all.

Response time

How long each reply takes once the conversation has started.

Time to full resolution

How long until the problem is actually solved, with nothing left for the passenger to do.

What shapes the experience

Speed to a first answer

Being acknowledged quickly matters, especially when a flight is about to leave.

Pace of the conversation

Long gaps between replies turn a simple request into an afternoon.

Accuracy

The answer is right the first time, including the exceptions and the partner airline's rules.

Value of the resolution

The outcome was the best one realistically available, not just the easiest one to offer.

Consistency

The next passenger, on the next shift, in another language, gets the same standard.

Time to full resolution

From first contact to a problem that is genuinely solved. The measure passengers feel most.

A fast first answer is welcome. A fast, complete resolution is the point.

Why we don't stop at satisfaction scores

03 / WHY IT'S HARD

Why one request

crosses every team.

Answering is easy. Resolving means finding the booking, checking the rules, changing the ticket and confirming the outcome, all in one conversation. In most airlines that work is split across teams, vendors and systems that were never designed to work as one.

Where a resolution stalls.

What the passenger hears	What is actually missing
"Let me check with a colleague."	Knowledge The agent knows the policy but not the exception, the fare rule or the partner airline's process. Expertise is spread thinly across a large, changing team.

What the passenger hears	What is actually missing
“I can see your booking, but I can’t change it.”	Access Front-line tools show the record. Ticketing, refunds and partner inventory sit with another team, another vendor or another system.
“That needs approval from the back office.”	Authority A waiver, a refund above a threshold or a goodwill gesture waits for someone who isn’t online. The passenger waits with it.
“Can you give me the booking reference again?”	Continuity The next shift, channel or vendor starts over. Context lives in people’s heads and separate tools, not in one record of the request.

Every gap becomes the passenger’s problem.

Our view on customer effort

04 / HOW IT'S SOLVED

Why hard

isn't impossible.

Disconnected systems, split teams and limited access aren't fixed by another channel or a better script. They are fixed by people whose whole job is this problem: designing support around the passenger, connecting it to the airline's systems, and treating every unnecessary step as a defect.

Four commitments of a passenger-first service.

Understand before routing.

Start with what happened and what the passenger needs, not a menu of topics. Workflows are tools chosen once the situation is clear.

Do the work in the airline's systems.

Check availability, change the ticket, issue the refund, within the operating rules you agree, with approval points where you want them.

Be there at every hour, in every language.

The same knowledge and attention at 03:00 as at 15:00, in the languages your passengers speak, for one request or thousands at once.

Keep human experts where they count.

Your specialists handle sensitive exceptions and approvals, with the context already in place. Design the rest of the service to resolve requests without unnecessary handoffs.

A singular focus

This is the only problem we work on. Air travel support, resolved end to end, and nothing else.

It takes dedication, creativity and an honest interest in finally solving it, rather than deflecting it. We built and ran our own travel company before building Humoniq, and that experience shapes every decision about what a resolution should look like. That means making informed judgement calls, asking only useful questions and applying verification that protects passengers without making them repeat work.

Watch a request resolved end to end

Why work with us

05 / THE HUMONIQ WAY

How Humoniq

solves this.

Two principles, end-to-end automation and world-leading CX. AI resolves most requests in a single conversation, specialists handle the rest, and no passenger waits for either.

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 world-leading CX.

One conversation, resolved.

A PASSENGER'S PATH TO RESOLUTION

Traditional air travel support

Five steps

Wait in the queue › Explain it again

Transferred › Wait again

Call back tomorrow

Each step is paid time for the airline and lost time for the passenger, and the outcome is still uncertain.

Humoniq

One conversation

Ask once › Resolved

An instant answer, no transfer, no repeat contact, and a confirmed outcome before the passenger leaves the chat.

HOW WE GET THERE

Answer, don't route

The first reply is already working on the request, not finding someone who can.

Context carried, never re-asked

Trip, history and rules are in hand from the first message, so nothing is repeated.

Finished, not forwarded

The resolution is confirmed in the same conversation, so nothing bounces back later.

THE STANDARD WE WORK TOWARD

Fast, complete resolutions.

For every passenger.

Humoniq carries passenger requests through to resolution, in your systems and within your operating rules, at any hour and in the languages your passengers speak. Tell us where your passengers wait today.

Let's talk about your airline

demo@humoniq.ai