

How to break the paradigm of traditional Customer Service in a digital world

Volaris transported more than 199M of passengers since 2006

Key facts



-  **3** AOCs: **Y4** in Mexico, **Q6** in Costa Rica and **N3** in El Salvador
-  **125** aircraft
-  **31M** passengers in 2022
-  **71** destinations: 43 domestic and 28 international
-  **245** routes: 163 domestic and 82 international
-  **528** average daily flights
-  **39.5%** domestic market share (Jul'23YTD)

What happened during
the last 3 years?

The Future of CX is Human

McKinsey: COVID-19 speeded the adoption of digital technologies by three to four years

Forbes

FORBES > LEADERSHIP > LEADERSHIP STRATEGY

Two Years Into The Pandemic, Digital Transformation Is Moving Forward: Here's How

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How COVID-19 has accelerated digital transformation – and how to stay ahead in 2021

 **WaferWire**
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How COVID-19 Is Accelerating the Unprecedented Digital Transformation

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How COVID-19 has Accelerated Digital Transformation and What the Future Looks Like

How was this digitalization reflected on customer service

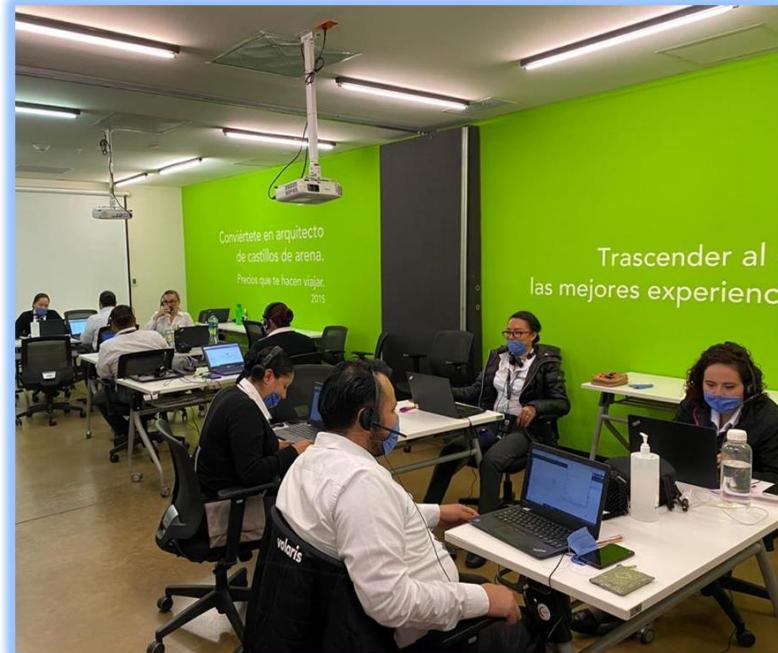
The Volaris experience

The Future of CX is *Human*

The pandemic caught us without capacity in terms of the ability to serve a large volume of Customers with flight cancelations



With the increase of Customer requests, we had to convert impossible to possible creating contact centers in HUBs



How had we operated?

37 agents
Social Media



35% of volume
\$9MXN / PAX

31 agents
ATE / XQ



7% of volume
\$36MXN / PAX

6 agents
v.club



2% of volume
\$13MXN / PAX

2 agents
invex



1% of volume
\$25MXN / PAX

Chatbot



43% of volume
\$3MXN / PAX

34 agents
ATE / XQ



8% of volume
\$29MXN / PAX

4 agents
v.pass



3% of volume
\$20MXN / PAX

12 agents
ATE / XQ



1% of volume
\$259MXN / PAX

Our Contact Center worked with a limited capacity structure,
which was exceeded in some channels

What is changing?

- **Conversation history**

Messaging is asynchronous it can keep a conversation history between agent and customer. Removing the need to repeat the information, allowing faster resolution.

- **Cross-device**

If a customer starts chatting from his desktop and needs to leave, they are able to continue the conversation on mobile. With messaging apps such as Messenger or FB messenger, this is possible thanks to the sync of messages across devices.

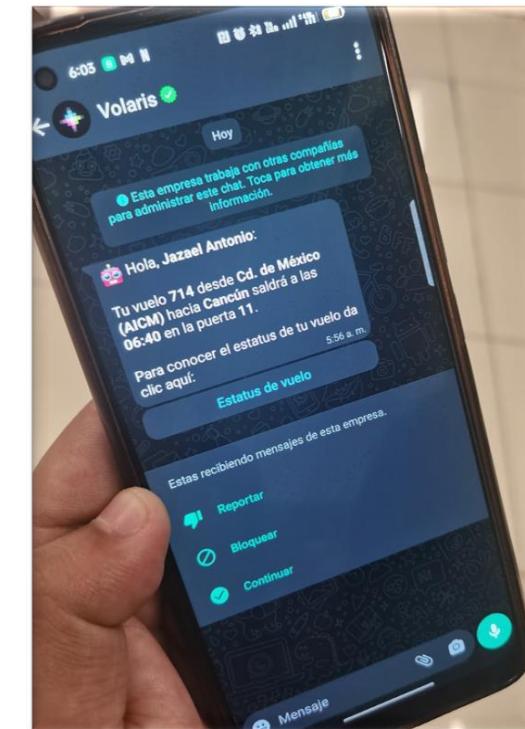
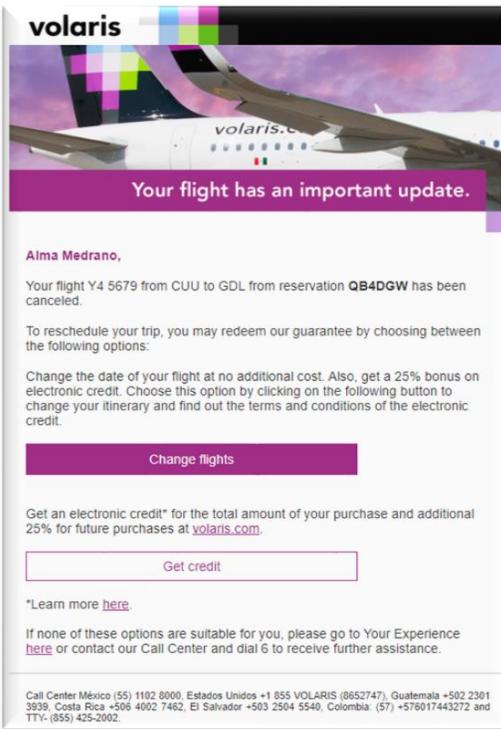
- **Availability 365 / 24x7**

Messaging can be used by customers at any time. If an agent is available, they reply instantly; if not, the request can still be received by the brand and answered later and the chatbot can answer FAQs and others 24x7.

- **Notification system**

Messaging notifies the user, allowing him to do something else while waiting for an answer

Notification strategy – One click solutions with no human agents needed



Allow us to act immediately in case of any eventuality

 **Aeropuerto de Tijuana**
@AeropuertoTIJ

Estimado pasajero:
Debido a condiciones meteorológicas adversas ☁ que surgieron en la madrugada, algunos vuelos tuvieron afectaciones. Sugerimos comunicación constante con su aerolínea.
¡Su seguridad es nuestra prioridad!

[Translate Tweet](#)

9:43 AM · Apr 11, 2023 · 30.2K Views

5 Retweets 2 Quotes 27 Likes

Q RT ❤️ B ↴

 **T20 SAN DIEGO** SAN DIEGO MÉXICO EEUU EL TIEMPO ENTRETENIMIENTO VIDEOS RESPONDE NEWSLETTER... EN VIVO 62°

TIJUANA

Aeropuerto Internacional de Tijuana: Casi 200 vuelos afectados por niebla

Por Ana Gómez y Cinthya Gómez • Publicado el 10 de abril del 2023 • Actualizado a las 7:42 pm del 11 de abril del 2023



Lo más popular

 **SAN FRANCISCO**
Tiroteo deja al menos nueve heridos; autoridades confían en que sobrevivan

 **TIJUANA**
Macabro: localizan siete cadáveres en una camioneta

EL IMPARCIAL / NOTICIAS DE TIJUANA / AEROPUERTO DE TIJUANA

Usuarios esperan más de 24 horas para tomar vuelo

Algunos partieron horas después de su vuelo original, pero otros no tuvieron tanta suerte.

Examples of Notification Strategy

 Volaris ☀
@viajaVolaris

#VolarisInforma ⚠ Debido a condiciones climáticas adversas en Tijuana, tenemos afectaciones en algunos vuelos de nuestra red. Revisa el estatus de tu vuelo en volaris.com/flightstatus [twitter.com/AeropuertoTIJ/...](https://twitter.com/AeropuertoTIJ/)

 Aeropuerto de Tijuana @AeropuertoTIJ · 2h
Estimados pasajeros:
Actualmente las operaciones del aeropuerto se han visto afectadas en llegadas, debido a las condiciones climatológicas en la zona.
Les sugerimos contactar a su aerolínea para obte...
1:44 · 10/04/23 · 63 visualizaciones



 Volaris 11 abr · 6
#VolarisInforma ⚠
Para quienes tienen un vuelo desde o hacia Tijuana, les compartimos esta información importante. ⚠
<https://cms.volaris.com/es/informacion-util/contacto/>

 **Comunicado de vuelos en Tijuana.**
11 de Abril de 2023

Si tienes un vuelo próximo desde o hacia Tijuana, este puede verse afectado debido a las condiciones climáticas adversas que se han presentado desde el 9 de abril en la noche. Por ahora tu itinerario se mantiene igual, pero te ofrecemos las siguientes alternativas si prefieres anticiparte y cambiar tus planes de viaje:

- Cambio de vuelo sin costo para otra fecha
- Un crédito electrónico por el 125% de tu compra
- Reembolso del total del costo del vuelo más un 25% por los inconvenientes.

Contáctanos a través de mensaje privado o vía WhatsApp al 55 5898 8599 siquieres elegir alguna de ellas.

 **Tu vuelo tiene una actualización importante.**

Two Test,
Tu vuelo Y4 712 de MEX a CUN de la reserva Z81H4C ha sido cancelado.
Para reprogramar tu viaje, puedes hacer válida nuestra garantía eligiendo alguna de estas opciones:
Cambia la fecha de tu vuelo sin costo adicional. Además, obtén una bonificación del 25% en crédito electrónico. Elige esta opción dando clic en el siguiente botón para cambiar tu itinerario y conocer las condiciones del crédito electrónico.

 **Cambiar vuelos**

Obtén el total de tu compra y un 25% adicional en un crédito electrónico* para futuras compras en volaris.com.

 **Obtener crédito**

*Más información [aqui](#).

En caso de que ninguna de estas opciones sea factible para ti, puedes comunicarte a nuestro Call Center y marcar la opción 6 para recibir asistencia adicional.

Call Center México: (55) 1102 8000, Estados Unidos +1 855 VOLARIS (8652747), Guatemala +502 2301 3036, Costa Rica +506 4002 7492, El Salvador +503 2504 5940, Colombia: (57) +57017443272 and TTY: (866) 425-2002.

volaris

Hola, {{contact.1}}.

Tu próximo vuelo podría cambiar por condiciones climáticas

¡Tenemos un aviso importante para ti!

Desde el pasado **domingo 9 de abril**, hemos tenido afectaciones en vuelos **debido a las condiciones climáticas en Tijuana**. Por el momento, el itinerario actual de tu vuelo se mantiene igual, **pero podría cambiar en las próximas horas según la evolución del tiempo**.

En Volaris siempre buscamos lo mejor para nuestros Clientes, por ello te ofrecemos las siguientes alternativas:

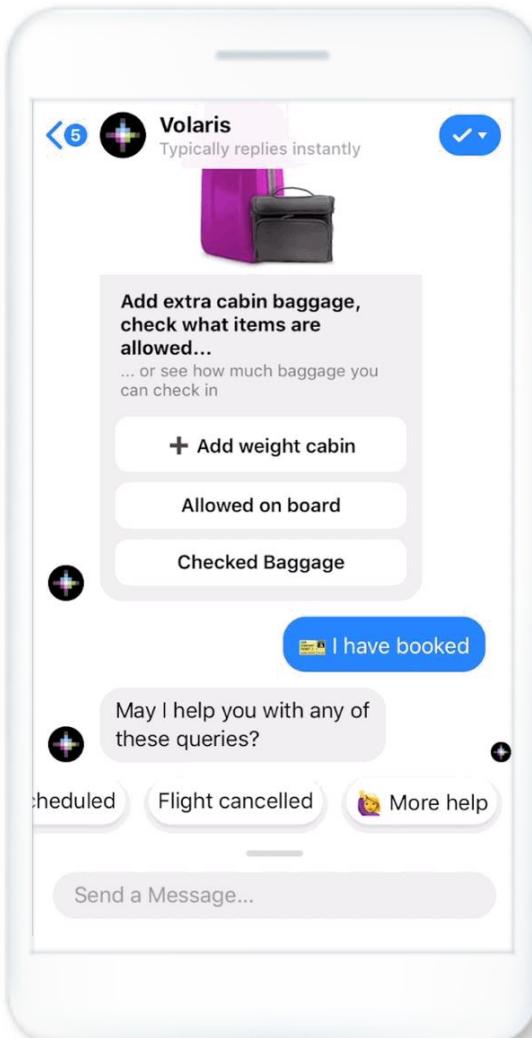
- **Cambio de vuelo** sin costo para otra fecha
- **Un crédito electrónico** por el 125% de tu compra
- **Reembolso del total** del costo del vuelo más un 25% por los inconvenientes

Si estás interesado en alguna de estas alternativas, [contáctanos a través de WhatsApp](#) para recibir atención de uno de nuestros agentes y buscar la mejor solución para ti.

Tu seguridad es nuestra prioridad.

Volemos diferente.

Transactional and QA chatbot with more than 80% containment rate



- **Supporting the most common use cases through automation + rich integrations with Volaris and 3rd party systems**
- **Push notifications driven by deep API integrations further personalize the Customer experience**
- **Rich notification templates used to re-engage travelers at key moments in the Customer Journey**
- **Flight booking**
- **Find my reservation**
- **About my reservation**
- **Check in**
- **Flights status**
- **Self protection whit flight cancelations**

Conversations through any channel
24x7x365 from public to private



No matter how you reach out, we've got your back. 

Contact Center Public Cell guides the Customer on their request and send to DM those with specific complaints



Contact Center Private Cell receives request through private channels

The image displays four separate screenshots of customer service interactions, each showing a private message from a customer to a company's support team. The messages are as follows:

- Facebook Interaction:** A message from "Vanessa Moreno" (@VanessaMoreno) asking for a connection to an agent. The message includes a screenshot of a previous message from "Private Message" (@PrivateMessage) asking for a connection to an agent. The response from the company is a "Private Message" asking for identification information (name, R.F.C., address, and phone number) and a link to the company's privacy policy.
- Facebook Interaction:** A message from "Vanessa Moreno" (@VanessaMoreno) asking for a connection to an agent. The message includes a screenshot of a previous message from "Private Message" (@PrivateMessage) asking for a connection to an agent. The response from the company is a "Private Message" asking for identification information (name, R.F.C., address, and phone number) and a link to the company's privacy policy.
- Twitter Interaction:** A message from "Raul Ros" (@RaulRos) asking for a connection to an agent. The message includes a screenshot of a previous message from "Private DM" (@PrivateDM) asking for a connection to an agent. The response from the company is a "Private DM" asking for identification information (name, R.F.C., address, and phone number) and a link to the company's privacy policy.
- Twitter Interaction:** A message from "Raul Ros" (@RaulRos) asking for a connection to an agent. The message includes a screenshot of a previous message from "Private DM" (@PrivateDM) asking for a connection to an agent. The response from the company is a "Private DM" asking for identification information (name, R.F.C., address, and phone number) and a link to the company's privacy policy.

Enhance our Customers flight experience generating sales that we detect through any digital channel

Samanta Orozco commented to  Volaris Mar 08 8:58 PM | Comment |  HIGH

@viajavolaris hola! Estoy queriendo comprar un vuelo para mi primo, de 11 años en su pagina y no nos da la opción de poner 2012 cuando ponemos su fecha de nacimiento, hay alguien que nos pueda ayudar con esto? No viaja solo, viaja con sus abuelos solo que no pudimos comprar los tres boletos al mismo tiempo. Gracias!!!

 Platform and Suite actions are not available (comment is older than 90 days). 

 Hide replies

Volaris Mar 08 9:32 PM

¡Hola, @samorozco23! Búscanos por mensaje privado con la ruta completa y la fecha en que viajará el menor con sus abuelos para ayudarte a cotizar su vuelo. Esperamos tu respuesta. 

Samanta Orozco Mar 13 10:50 AM

me gustaría que me ayudes, hoyo que una demanda con abuelos tratando de comprar el boleto

Gracias por la espera, Samanta. Para el menor Patricio Orozco con fecha de nacimiento 14 de Septiembre 2012, asientos 6F y 8F el precio es de \$346.49 USD para el siguiente itinerario:

✈ Lunes 03 de julio, México - Guadalajara, 07:15-08:37
✈ Lunes 03 de julio, Guadalajara - Seattle, 16:06-20:15

El pago tendrías que realizarlo a través de la página web o aplicación móvil. ¿Tenemos tu autorización para generar la clave de reserva?

response by mario.payan@onelinkbpo.com Mar 13 12:04 PM

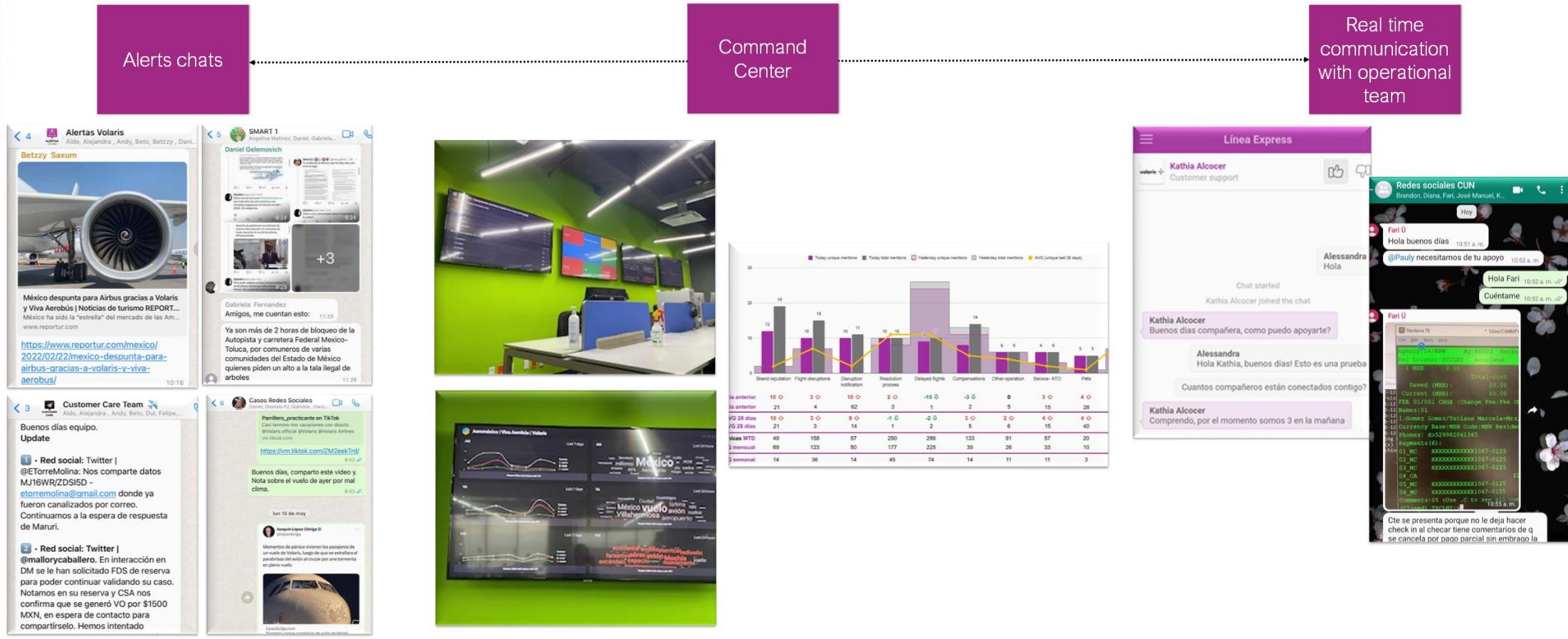
Samanta Orozco Mar 13 4:49 PM

si por favor

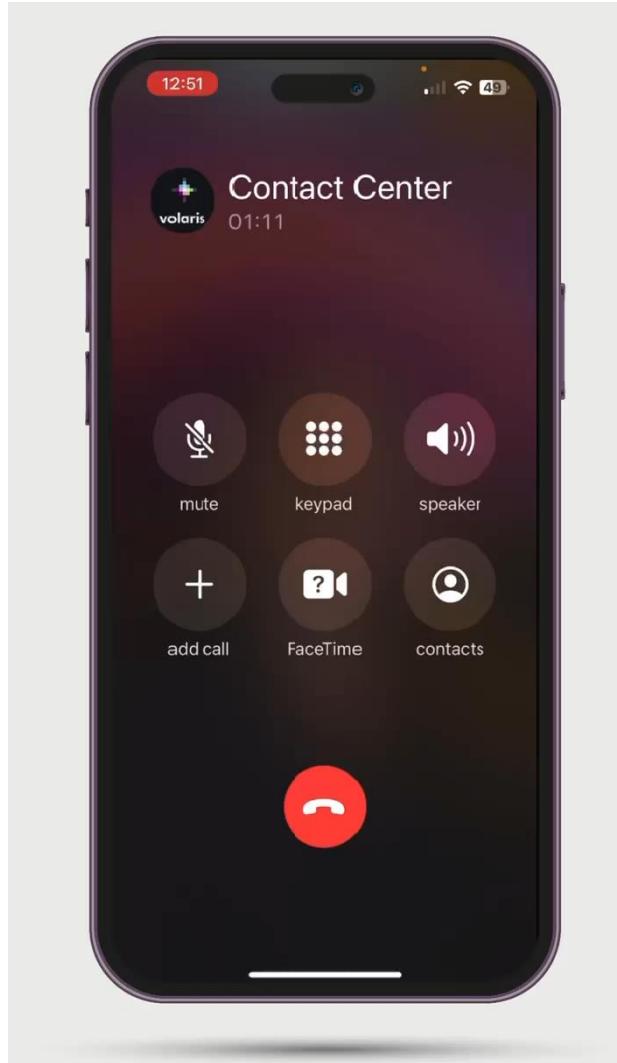
Disculpa la demora en nuestra respuesta, Samanta. El precio final de tu reserva para el menor Patricio es de \$293.24 USD, la reserva es NDC2PW, te invitamos a realizar el pago lo antes posible.

response by mario.payan@onelinkbpo.com Mar 13 5:19 PM

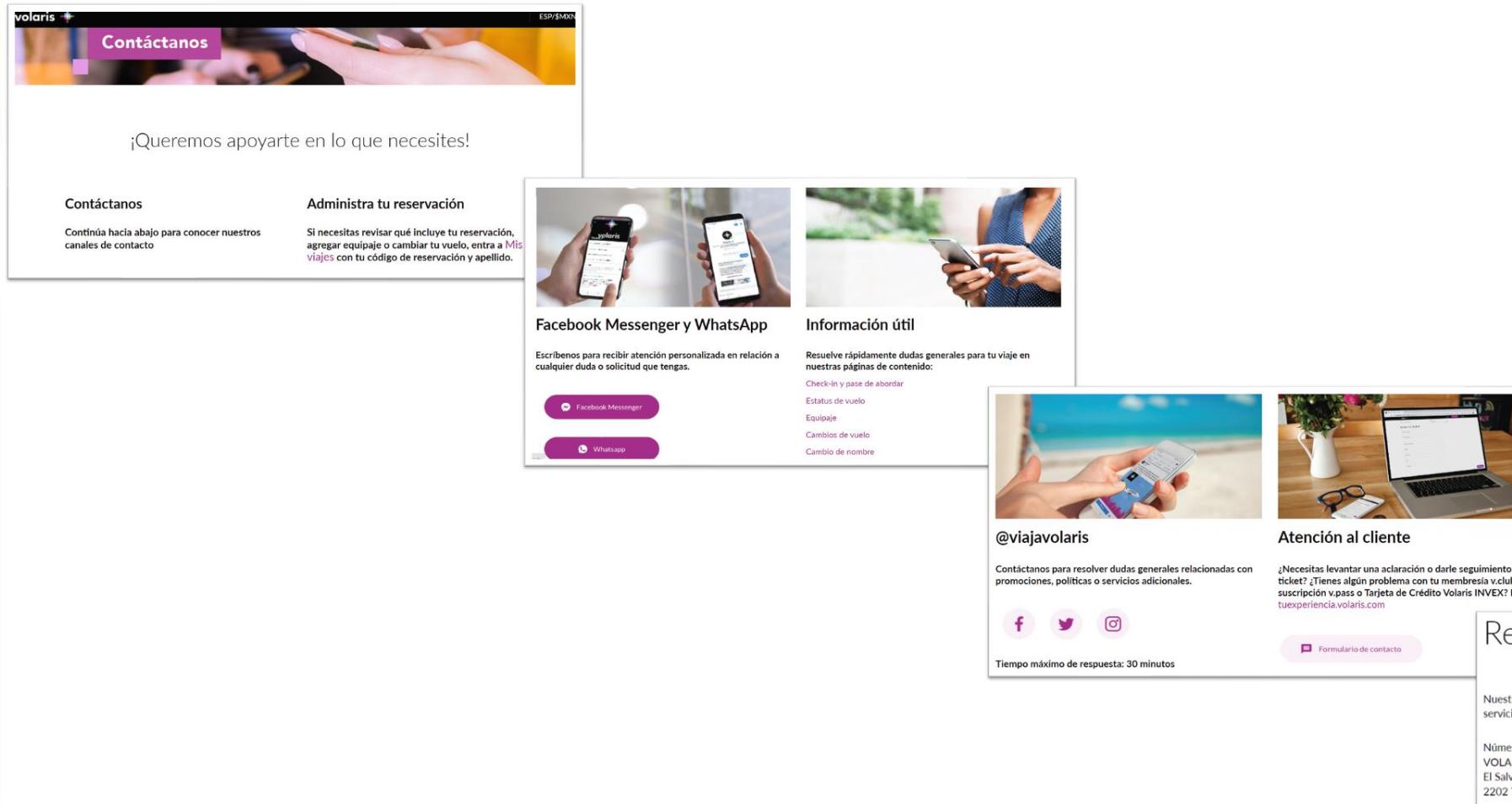
There is a complex ecosystem that helps us with the timely detection and resolution of cases of which we are all part



IVR deflection to digital channels to reduce the number of calls to the call center



“Hide” the call center phone and reinforce digital channels



¡Queremos apoyarte en lo que necesites!

Contáctanos
Continúa hacia abajo para conocer nuestros canales de contacto

Administra tu reserva
Si necesitas revisar qué incluye tu reserva, agregar equipaje o cambiar tu vuelo, entra a [Mis viajes](#) con tu código de reserva y apellido.

Facebook Messenger y WhatsApp
Escríbenos para recibir atención personalizada en relación a cualquier duda o solicitud que tengas.

Información útil
Resuelve rápidamente dudas generales para tu viaje en nuestras páginas de contenido:

- Check-in y pase de abordar
- Estatus de vuelo
- Equipaje
- Cambios de vuelo
- Cambio de nombre

@viajavolaris

Contáctanos para resolver dudas generales relacionadas con promociones, políticas o servicios adicionales.

Atención al cliente

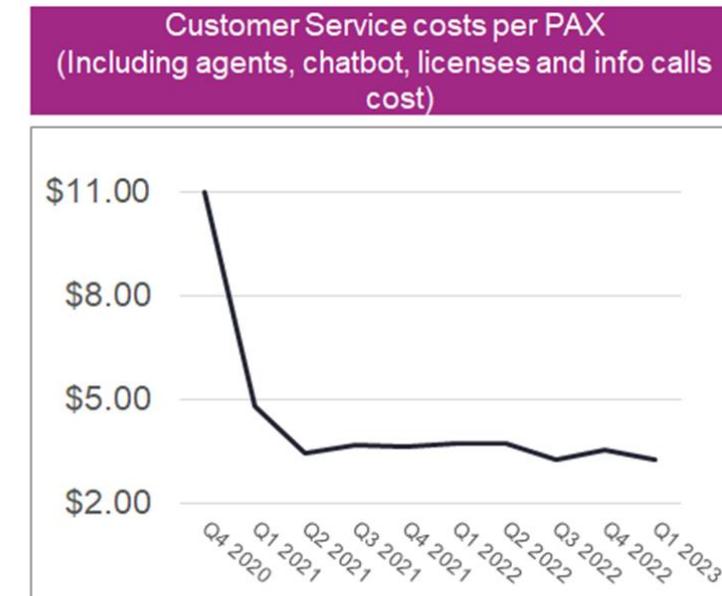
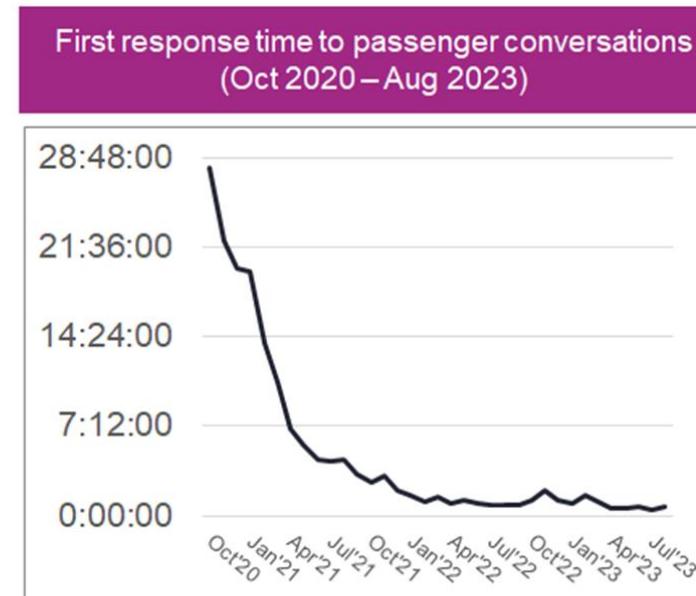
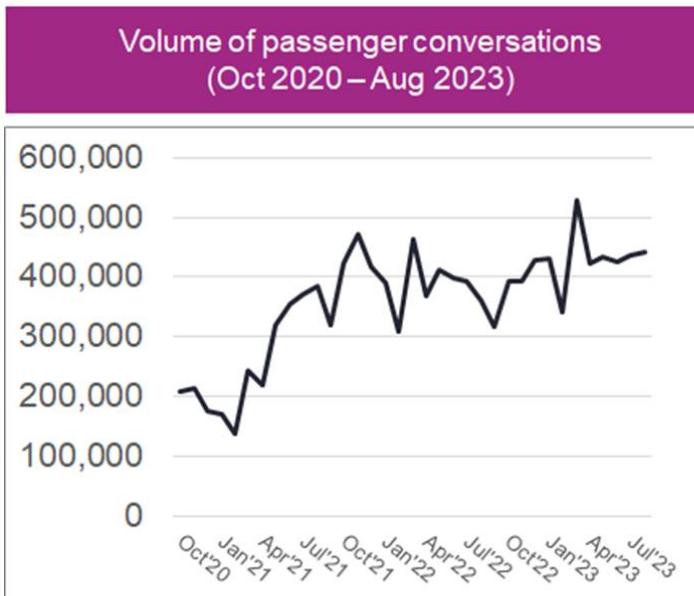
¿Necesitas levantar una aclaración o darle seguimiento a un ticket? ¿Tienes algún problema con tu membresía v.club, suscripción vypass o Tarjeta de Crédito Volaris INVEX? Entrá a [tuexperiencia.volaris.com](#)

Reservaciones

Nuestro canal telefónico solo está disponible para venta de boletos de avión y servicios adicionales.

Número de teléfono: México +52 (55) 1102 8000, Estados Unidos +1 855 VOLARIS (8652747), Guatemala +502 2301 3939, Costa Rica +506 4002 7462, El Salvador +503 2504 5540, Colombia +57 60 1744 3272, Honduras +504 2202 7900, Perú +5116449040 y TTY- +1 (855) 425-2002.

Consistent digital conversation's growth, improved CSAT and kept the costs down



- **21% more conversations** from 3.8M (YTD'21) to 4.6M (YTD'22)
- **Faster first response time** from 6hr. 48min. (YTD '21) to 28 min. (Jul '23).
- **Customer Satisfaction Score** increased 9pp from 70% (YTD'21) to 79% (YTD'22)
- **Chatbot containment rate** +13% from 70.4% (YTD'21) to 83.4% (YTD'22)
- **Costs: 4% more agents** 169 agents (YTD'21) Vs 177 agents (Apr '23) despite volume increase



External recognition – some examples

FORRESTER®

Title: Take The “Crisis Approach” For Successful Chatbot Deployment

- **Learn from the success of crisis-driven chatbot deployments.** Mexican airline Volaris books flights up to 18 months in advance. When COVID lockdowns hit, it had 18 months of booked flights that panicked customers needed to change. Call volumes spiked; customers found themselves waiting on hold for more than 20 hours. Using self-service to reduce call loads was no longer a nice to have but a matter of survival. Volaris identified a small number of questions that represented 50% of its inbound call traffic. When it deployed chatbots using Verint to handle these inquiries, it reduced hold times by six hours. From there, Volaris added use cases in small batches, moving more traffic from its agents. Now its hold times have dropped to well
- **Allowing customers tell the organization what they need.** Whether or not they were experiencing a crisis, those who were interviewed for this report, whether on the vendor or brand side, all identified the same basic process for adding new intents to their chatbot. In Volaris’ case, it continually analyzes the top five customer inquiries that the chatbot cannot handle and adds those use cases when appropriate. Volaris, which has two full-time resources to manage its chatbots, used this process to increase its chatbot coverage. Its chatbot went from understanding half of customer inquiries to understanding 85% in less than two years (see Figure 2).



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Verint Names 2022 Engage Global Customer Award Winners

Instacart, Patterson Companies, Premier Bankcard, Priceline, UnitedHealth Group, and Volaris Recognized for Achieving Outstanding Results in Customer Engagement

Customer Engagement Champion

Winner – **Priceline**

Jeremy Ellis, vice president, customer care

Customer Engagement Champion - Central and Latin America

Winner – **Volaris**

Daniel Gelemovich Torenberg, director of marketing and digital, and Iker Urianga, senior director customer care

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Travel Technology

Latam, Volaris and Air Europa Are Modernizing Tech to Cut Costs

Justin Davies, Skift
December 7th, 2022 at 10:00 AM EST

Volaris’ Expanded Customer Service Tech Pays for Itself

Historically, the ultra-low cost airline Volaris contracted call centers to complete customer service requests, but it was overwhelmed with calls during the pandemic like the rest of the industry.

Mexico-based Volaris expanded its existing customer service software contract with [Verint](#), adding a chatbot function and connecting it to WhatsApp, the main conversational platform in Mexico. Through that software, Volaris could more efficiently handle post-booking transactions.

“This project, for us, is one of our biggest examples of digital transformation across the company,” said Daniel Gelemovich, director of marketing and digital for Volaris.

Before Volaris started the chatbot pilot with Verint, it took 20 hours to return a customer’s inquiry. Now, it takes minutes, Gelemovich said.

Next big things already
happening

The Future of CX is Human

ChatGPT use cases for customer service - Contact Centre Employees receive real time response script recommendation

A screenshot of a ChatGPT interface. At the top, a blue speech bubble contains a customer message: "Hello! My name is Maria, my flight has been delayed by 90 minutes, and I am very nervous because I think I am going to miss my connection in Monterrey." Below this, a text box contains a note: "Maria seems to be nervous and anxious, make sure that you use a reassuring tone and you can follow with either of these messages." To the right of this note is a circular icon with a colorful crosshair pattern. The main text area then shows a response message: "Hello, Maria! I understand your situation and want to let you know that you have nothing to worry about. Your new arrival time will give you plenty of time to reach your connection and we will give you instructions to make it on time." Below this message are two options: "Option 1" on the left and "Option 2" on the right, each with a "Begin the Process" button. The "Option 1" button is white with a pink border, and the "Option 2" button is pink with a white border. Both buttons feature a small airplane icon and the text "Begin the Process".

ChatGPT in customer service is not meant to replace human customer service representatives, but rather to assist them and relieve them from repetitive tasks, allowing them to focus on more complex issues.

Comeback of the QR codes

