



# Transforming the Digital Customer Experience To Close the **Engagement Capacity Gap™**

**VERINT®**

The Customer  
Engagement Company™



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**volaris** 



# AGENDA:



- Why Organizations are evolving to address new challenges in 2022
- How Volaris Airlines transformed it's digital CX to close The Engagement Capacity Gap™
- What strategies can brands use to address the needs of the Digital-First customer



# Brands Need to Stay Ahead of Rising Expectations from Customers



# Do you feel your customers have higher expectations of digital engagement than they did a year ago?

YES

NO

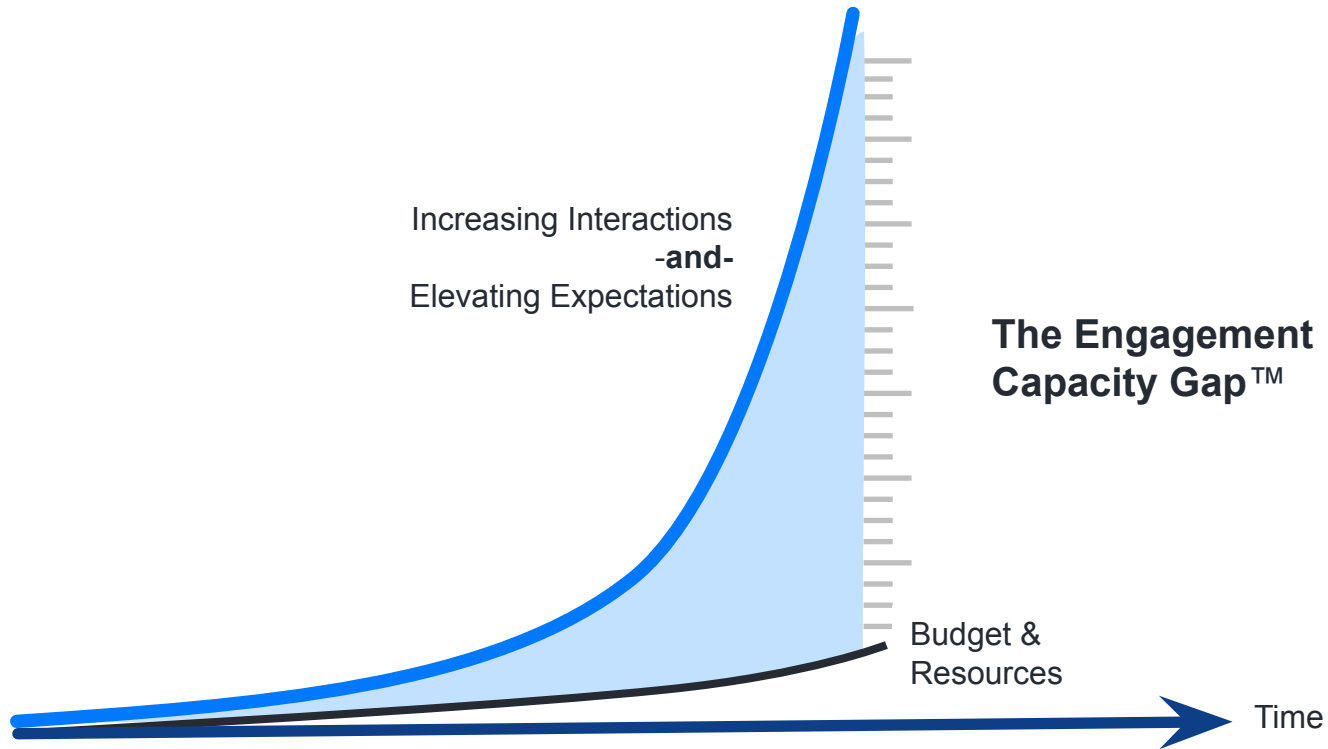
94%

6%

94% of CX professionals believe their customers have higher expectations for digital engagement than they did a year ago

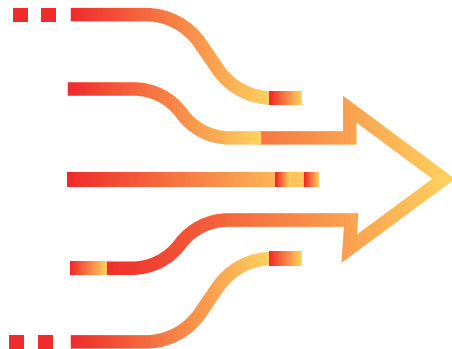


# Consumer Shifts Widen the Engagement Capacity Gap



# The shift to digital has yielded both customer and employee engagement challenges

## Shift to Digital



### **Consumer**

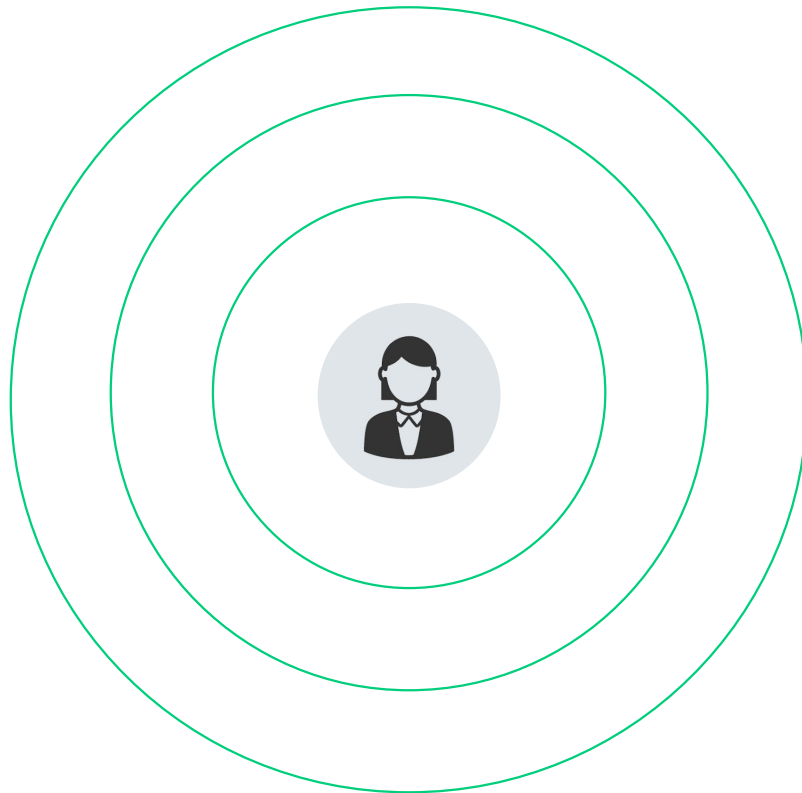
Elevated Expectations  
Rise of Self-Service  
Choice of Journeys



### **Workforce**

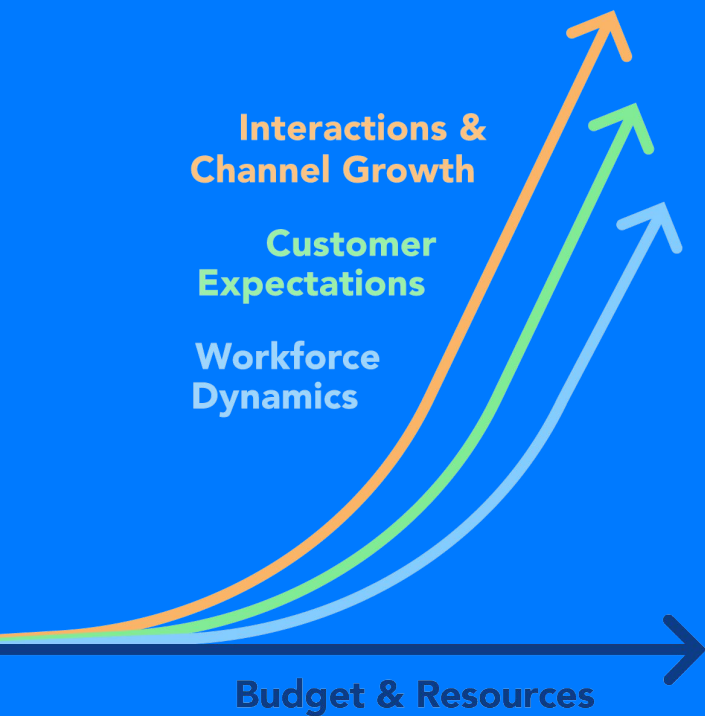
Work from Anywhere  
Generational Shifts  
Workforce of Humans & Bots

# Customers Expect Flexibility and Choice for Communication, Content and Services





# The Engagement Capacity Gap In 2022



## This year:

76  
%

of leaders believe customer engagement challenges will increase in 2022

71  
%

find retaining talented workers to be moderately or highly challenging.

52%

have difficulties dealing with customer engagement due to supply chain issues.

# Key Highlights for 2022

## Evolving Customer Preferences Meet a Rocky Labor Market

### **Changing consumer behaviors and expectations are among the top concerns**

- Customers now dictate their own complex, multi-channel journeys, and organizations must evolve Customer Engagement and Customer Experience to keep up.

### **Talent Management concerns**

- An unprecedented upheaval in the workforce means the race to hire and retain talent is tighter than ever.

### **Customer Engagement concerns**

- Leaders expect staffing shortages and supply chain disruptions will have the greatest impact on their ability to manage CE/CX in 2022.

# Customer Engagement Challenges

## Top Areas with the Greatest Impact on Customer Engagement Challenges

**53%** Dealing with staffing shortages/labor challenges

**52%** Satisfying customer expectation gaps stemming from supply chain issues

**51%** Managing omnichannel customer interactions

**51%** Growing preference for digital-first, self-service options for sales and customer service channels

**50%** Operating via the remote/distributed workforce



**Leaders expect labor shortages and supply chain issues to have the greatest impact on their ability to manage customer engagement and experience in 2022.**

# The Engagement Preparedness Index

## Solutions State

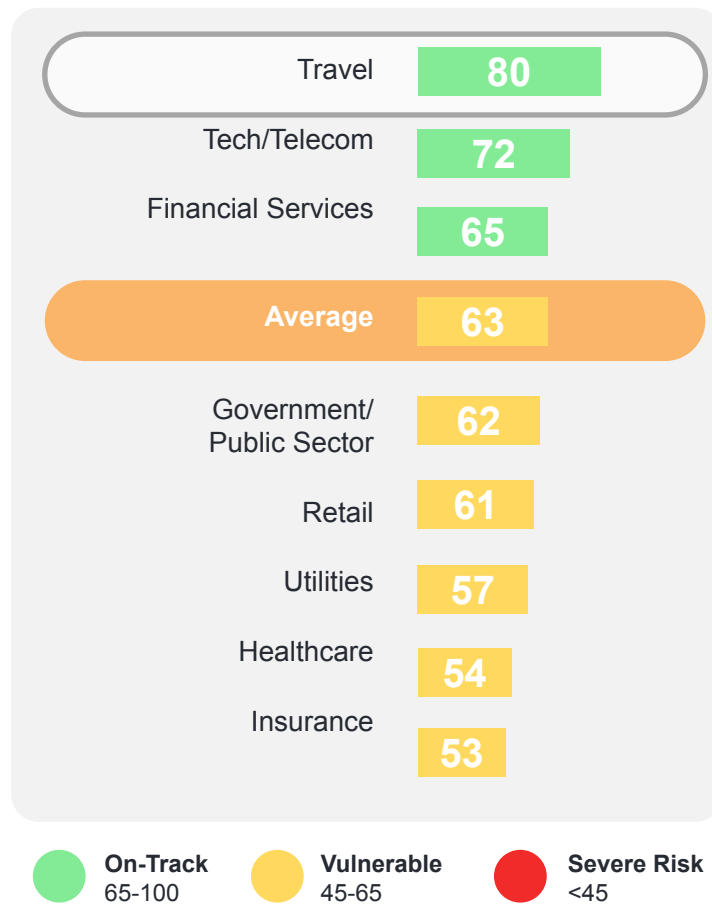
- The level of implementation or expansion of customer engagement solutions in 2021

## Preparedness

- How well-prepared companies believe they are for 2022

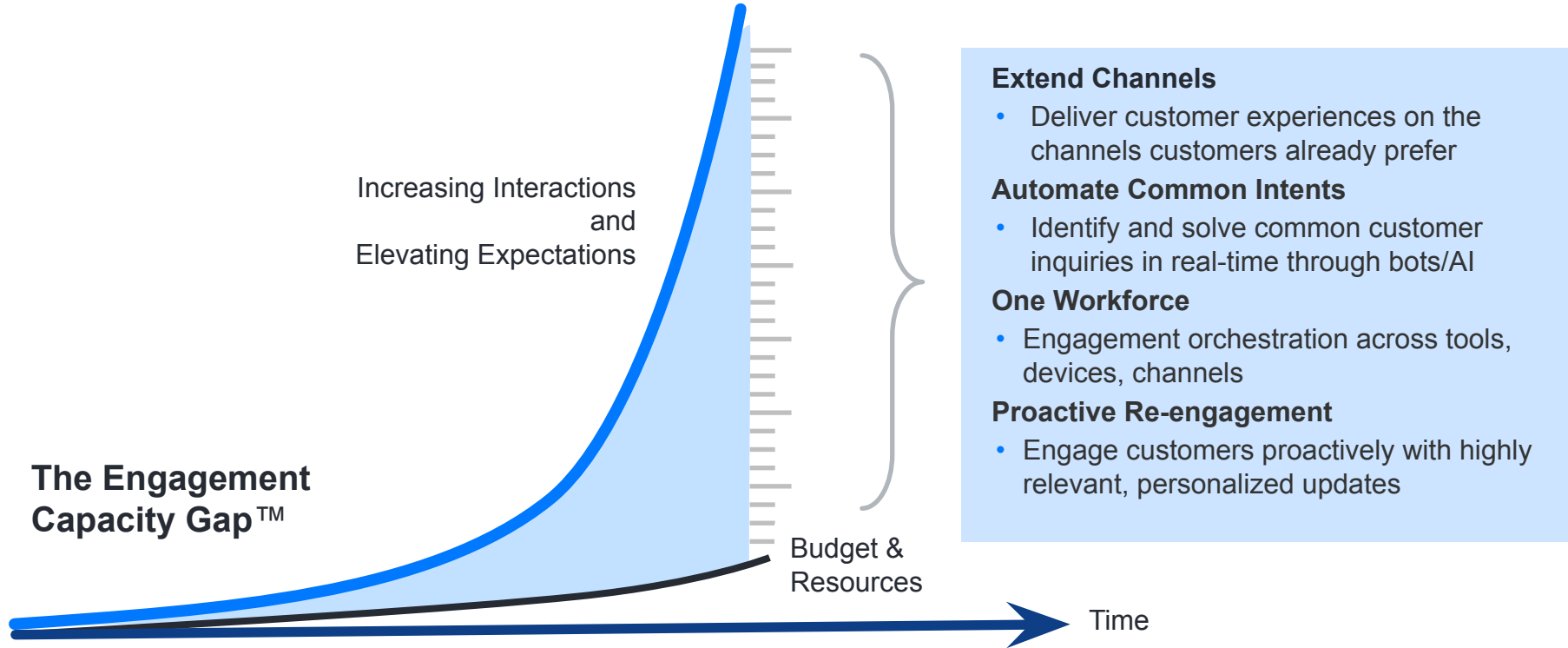
## Anticipated Investment

- Where companies plan to spend in 2022 on customer engagement solutions and initiatives





# How Volaris Airlines transformed the digital customer journey to close The Engagement Capacity Gap™



Over the past 10 years, Volaris has become...

The top domestic  
Mexican airline +  
among the top  
LCC's in the world.

**volaris**



**#1**

Domestic  
Mexican  
Airline

The formula for ultra low cost carrier airlines (ULCC's):

# Drive Down Price to Acquire More Customers

Growing Demand Through Lower Fares



# The Volaris Airlines Challenge



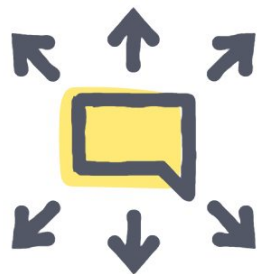
**Reduce Cost  
To Serve + Engage**



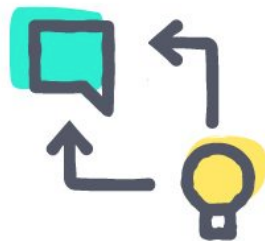
**Deliver Great  
Customer Experience**



# Three Key Pillars for Driving Cost Efficiency + Great CX



Promoting the  
Customer's Contact  
Channel of Choice



Deflecting From  
Less Efficient  
Channels



Automate key moments  
across the customer  
journey

# Matching the Right Channel to Appropriate Customer Need

Drive ROI by handling common intents via self-service and bots, while reserving agent effort for high-value, complex use cases

Self Service

Low Touch

Full Service

High Touch

ENGAGEMENT MODEL



Moderation

Agent Response

Bot / IVA

Simple

Common Intents

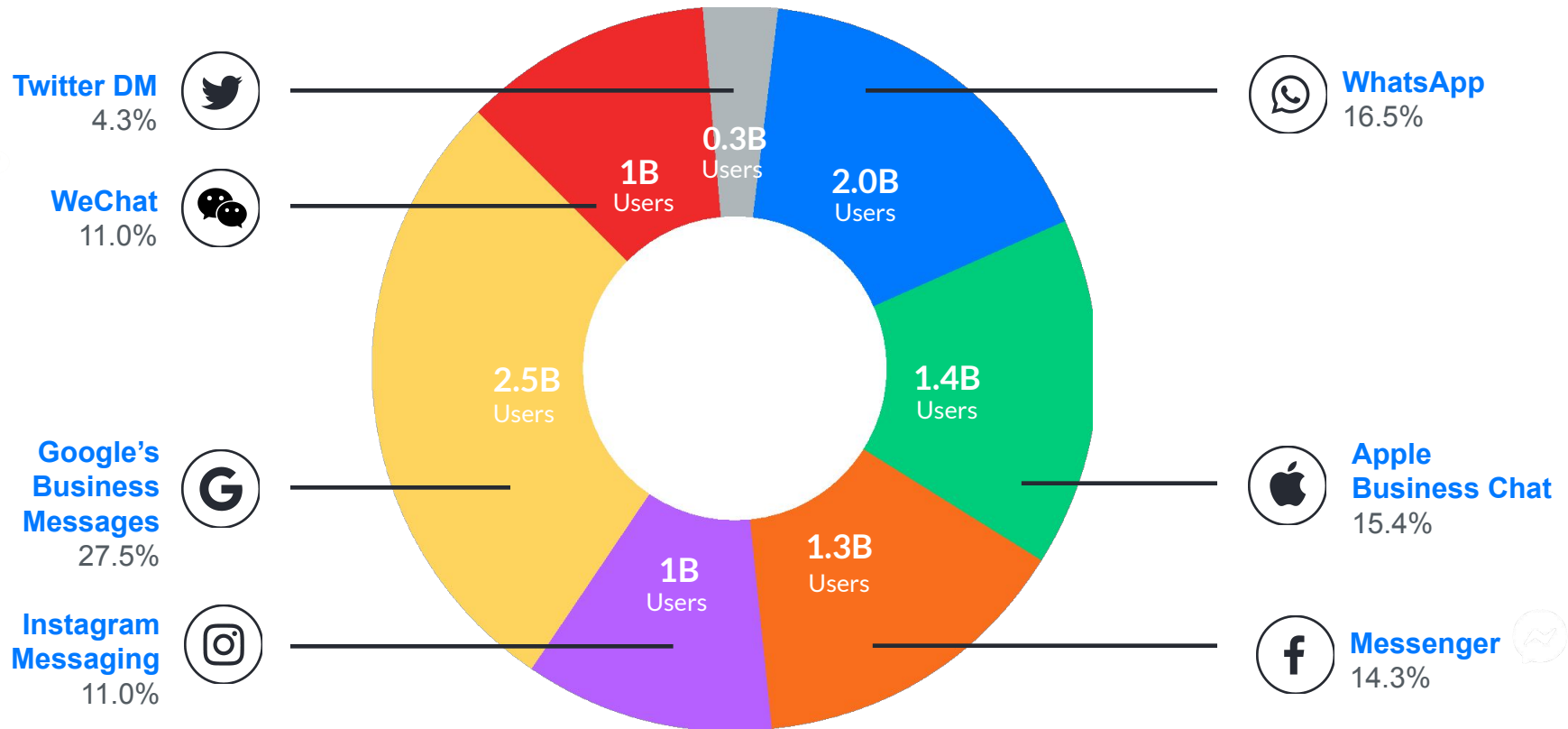
USE CASE COMPLEXITY

Complex

Unique Intents

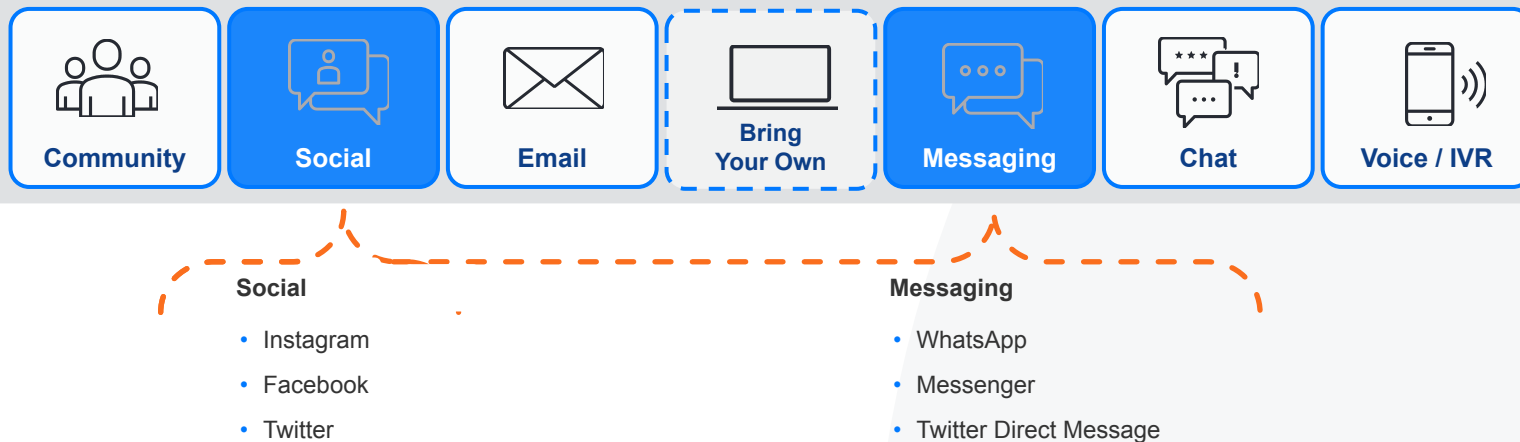


# Global Messaging App Audience



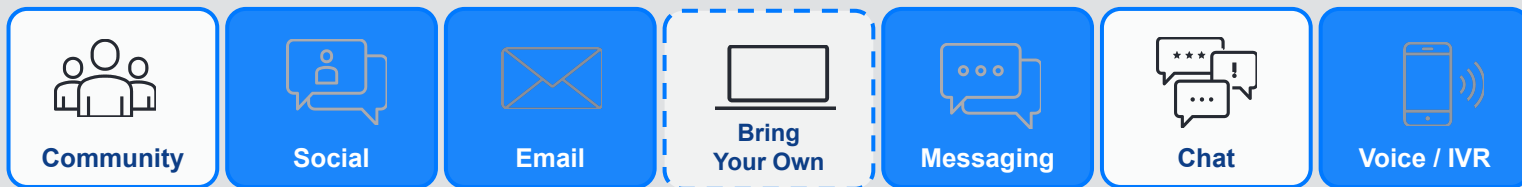
# Messaging as the cornerstone customer engagement channel

**Volaris knew that it's mobile customer base had a strong demand  
common messaging apps like WhatsApp**



# Traditional channels transformed into avenues for proactive re-engagement

Email and Voice used to proactively contact customers to provide updates, echoing the experience delivered over messaging channels

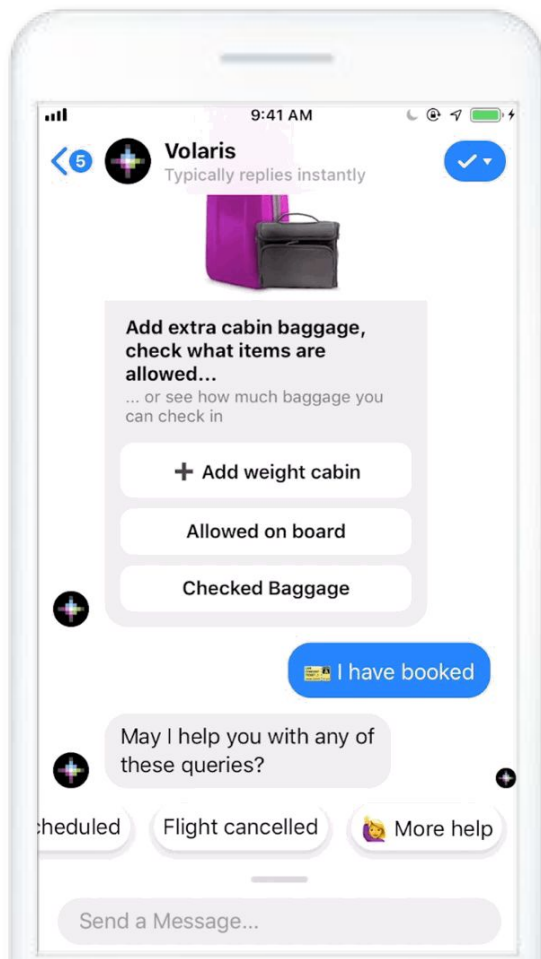


## Email

- Receipts
- Status updates
- Detailed case correspondence

## Voice / IVR

- IVR deflection to messaging
- Proactive calls for time-sensitive cases
- Additional avenue customer verification/authorization



3.6X

YOY growth  
Of Customer  
Messaging Volume

-43%

Reduction in  
Agent Response  
Time

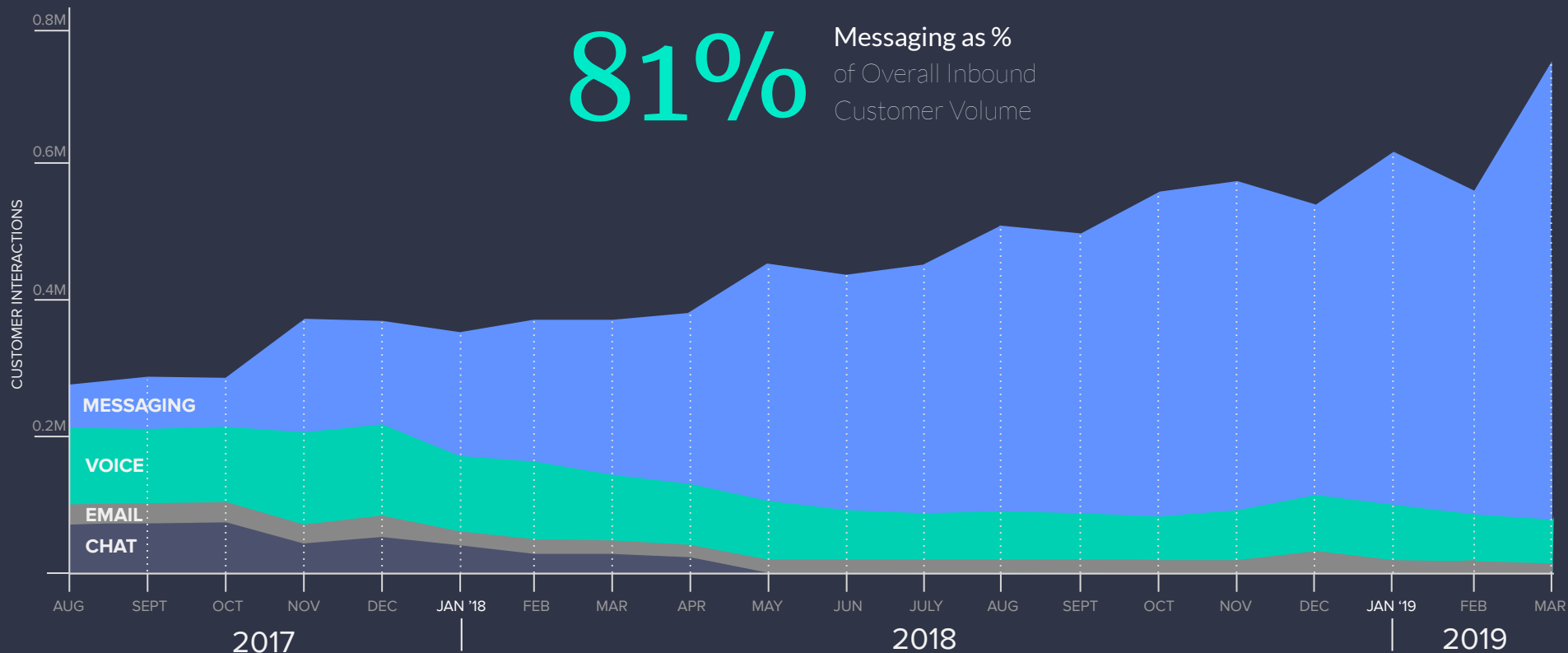
9%

Increase in  
Number of Agents

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# Digital CX Transformation



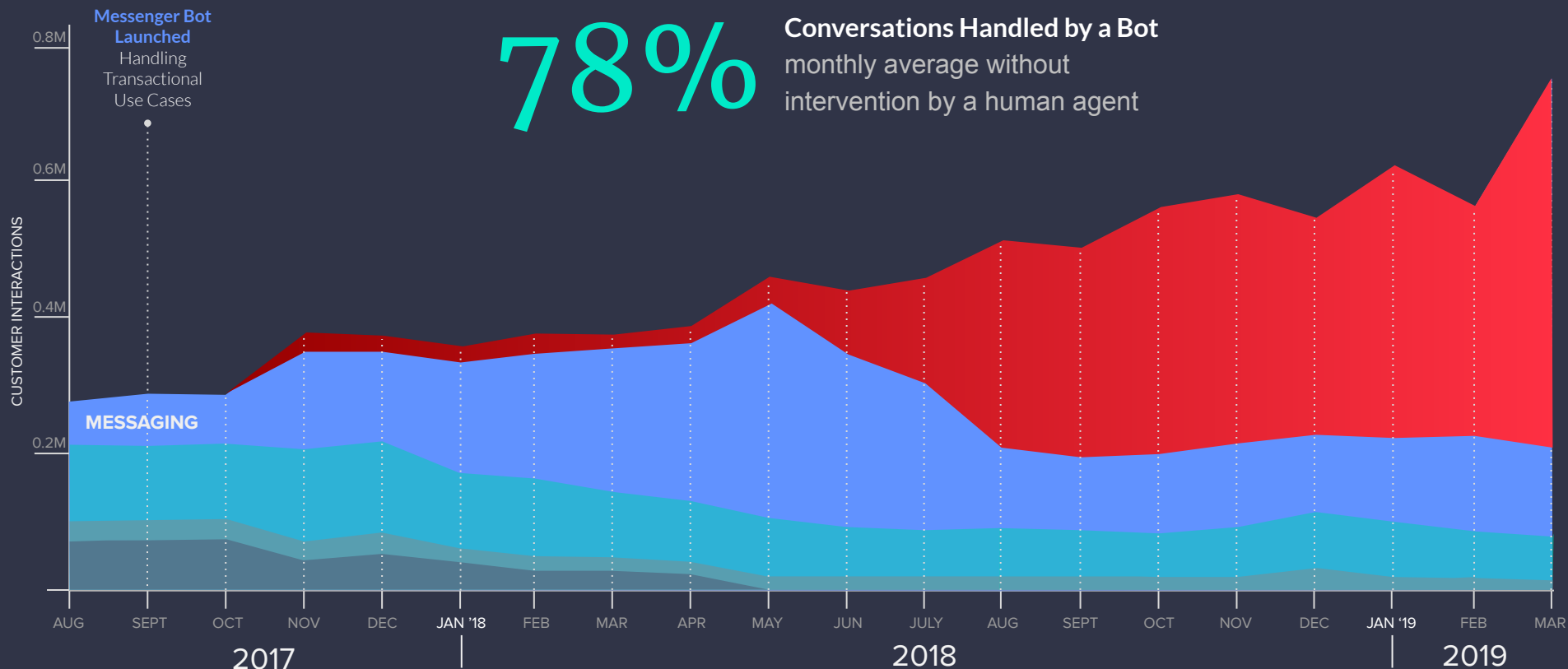
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# Leveraging Conversational Automation

78%

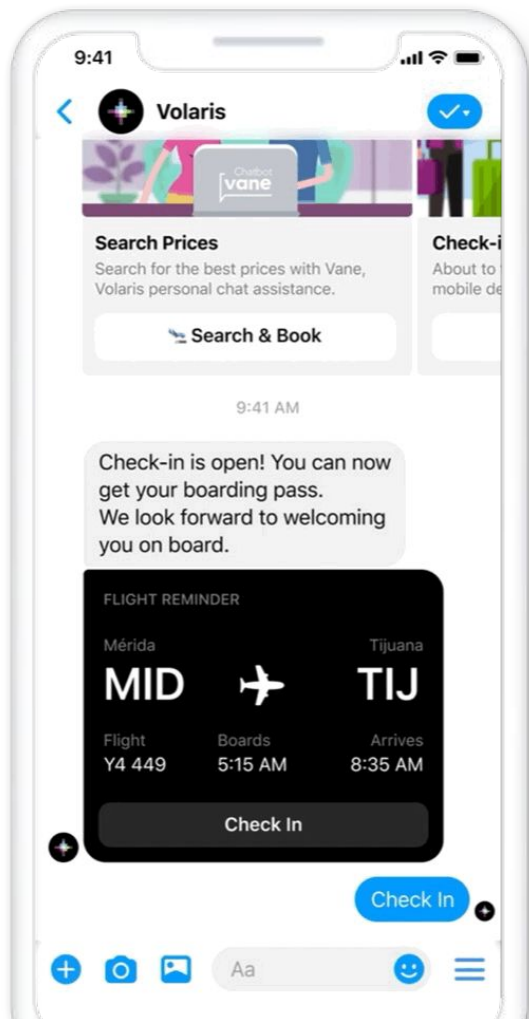
Conversations Handled by a Bot  
monthly average without  
intervention by a human agent



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78%

Bot Containment Rate,  
without need to escalate to  
a human agent

10%

Conversations handled and  
resolved by contact center  
agents

12%

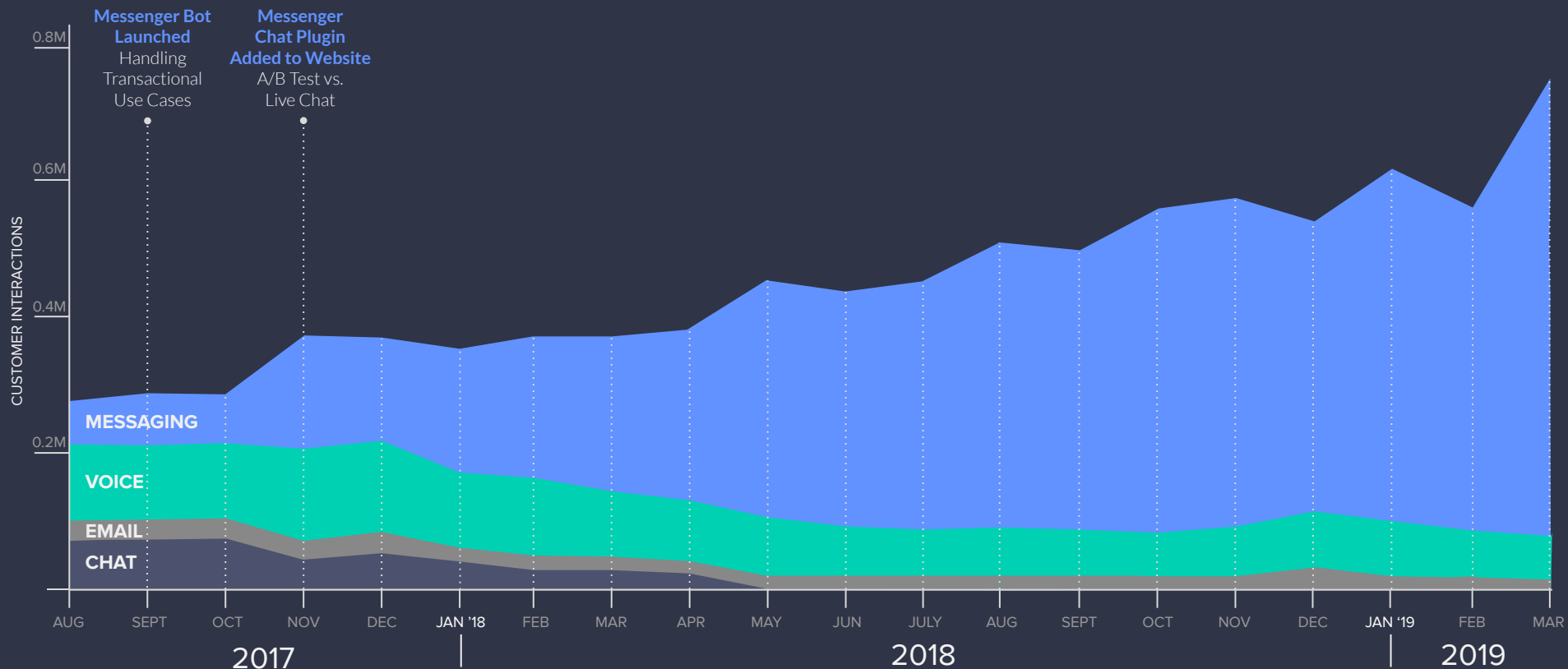
Remaining conversations  
resolved automatically via  
Conversocial rules + filters

Averages over a 10 months period

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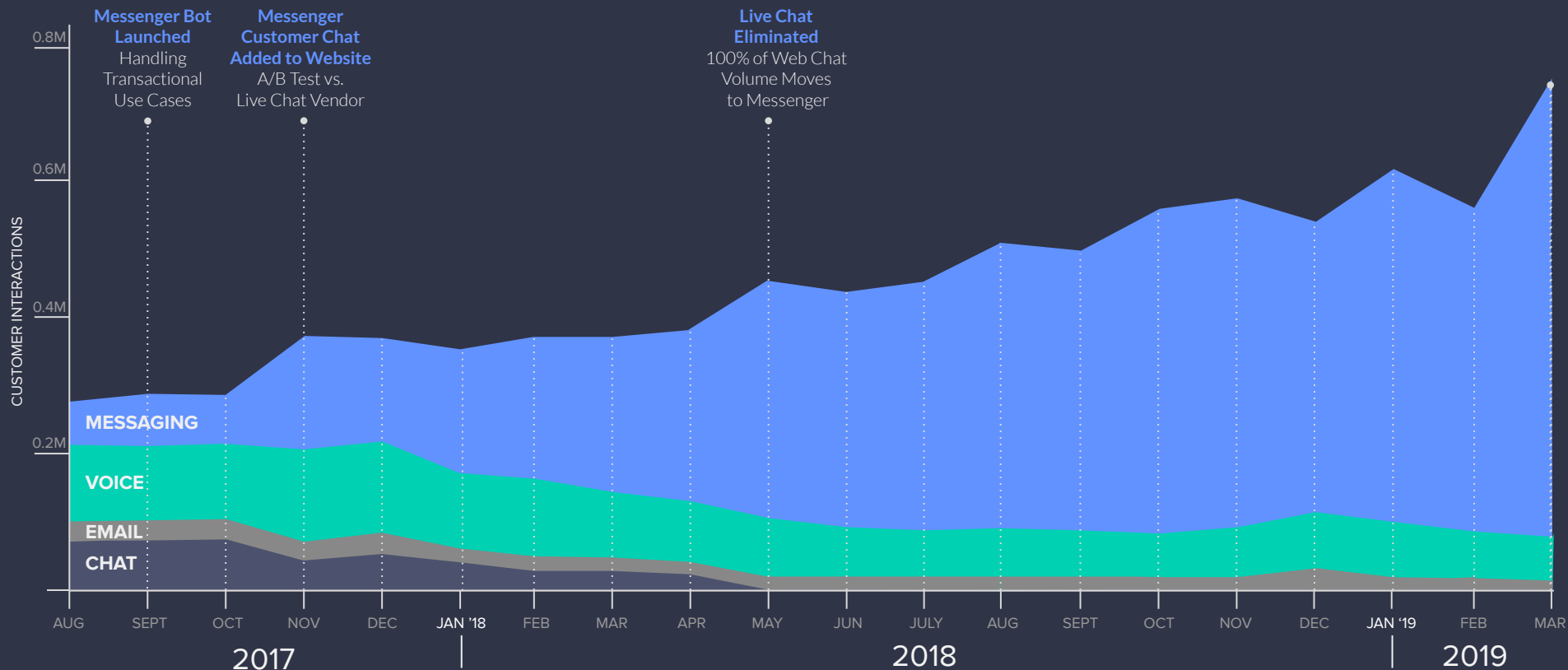
# Digital CX Transformation

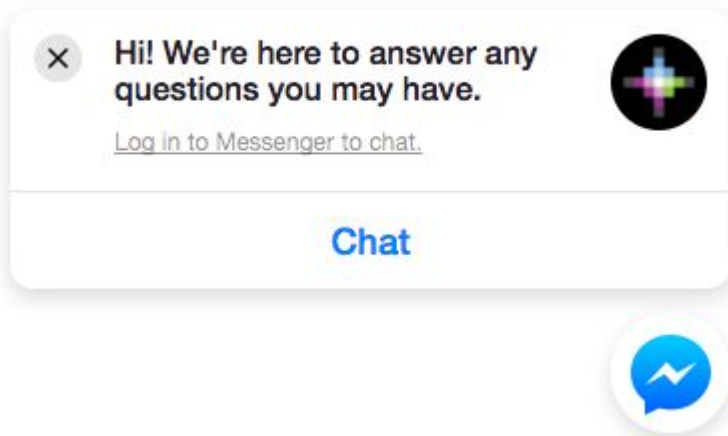


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# Digital CX Transformation





83%

Cost Efficiency Gain of  
Messenger Customer Chat  
vs. Traditional Live Chat

# Asynchronous Conversations vs. Concurrency

Simultaneous Customer Interactions

1

Voice

2-3

Live Chat

4.5X

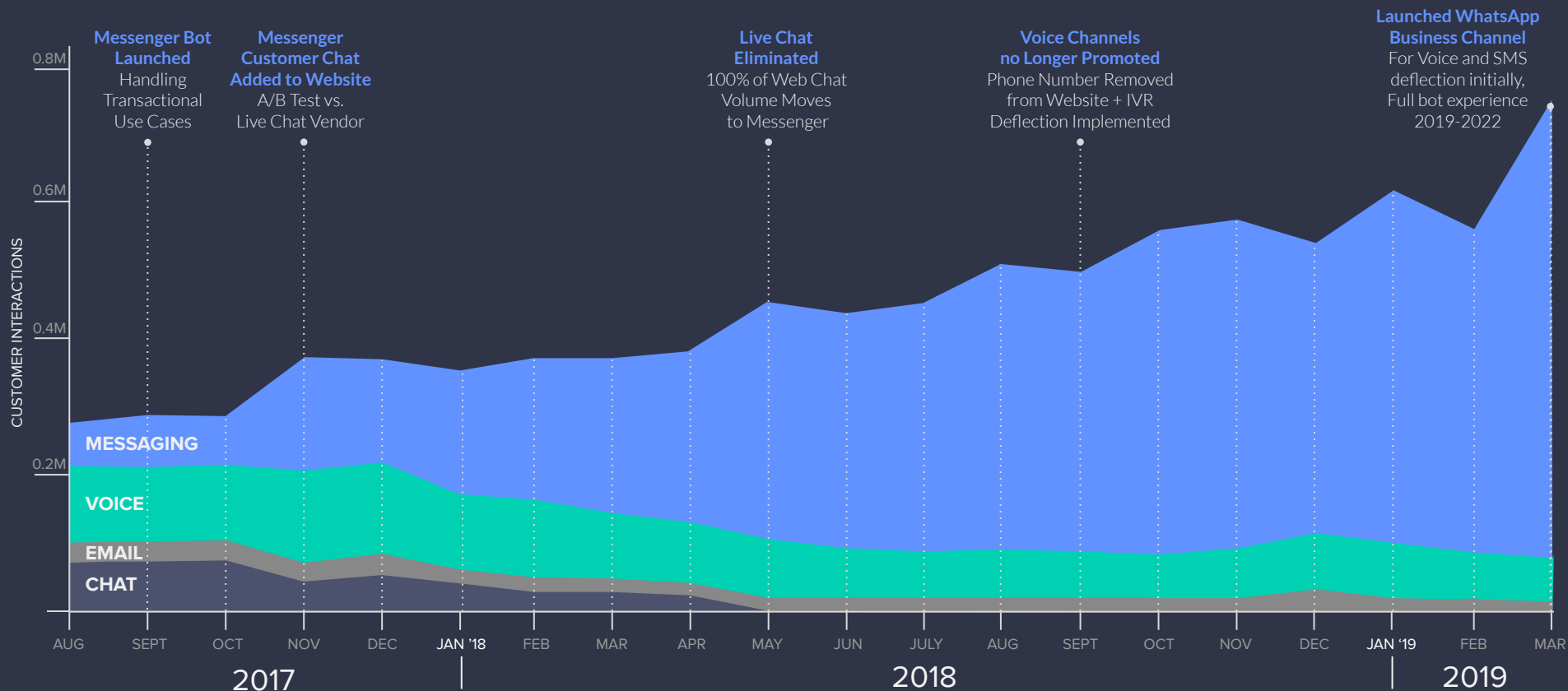
Messaging

Asynchronous nature of messaging allows  
handling of more conversations vs. chat/voice

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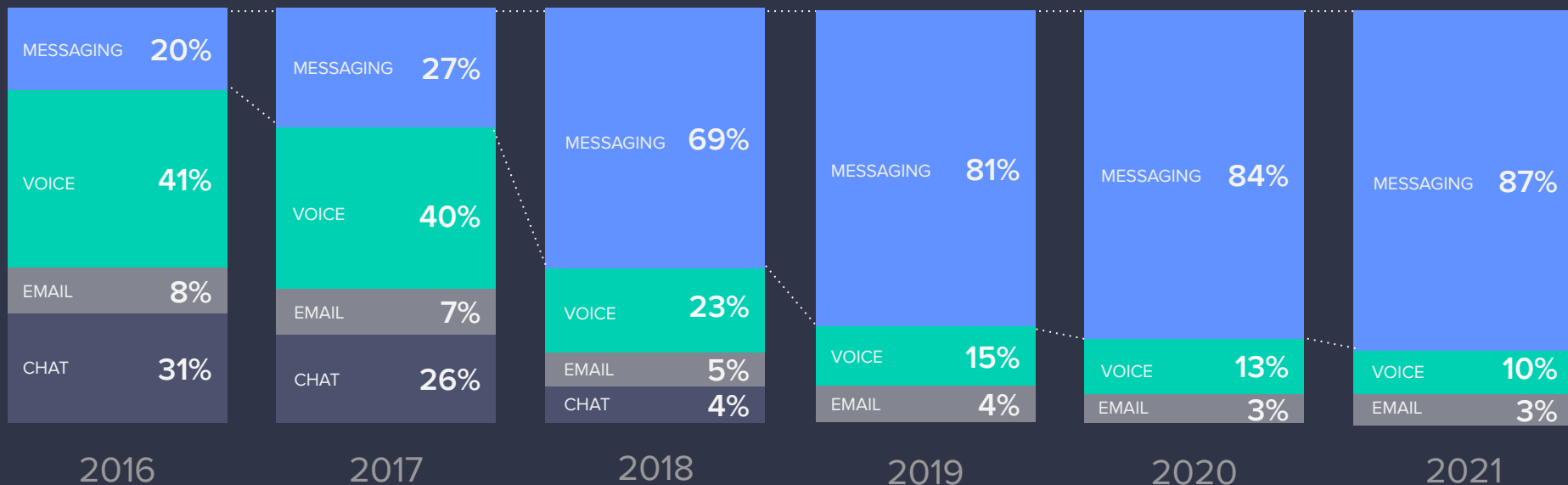


# Digital CX Transformation Over 18 Months

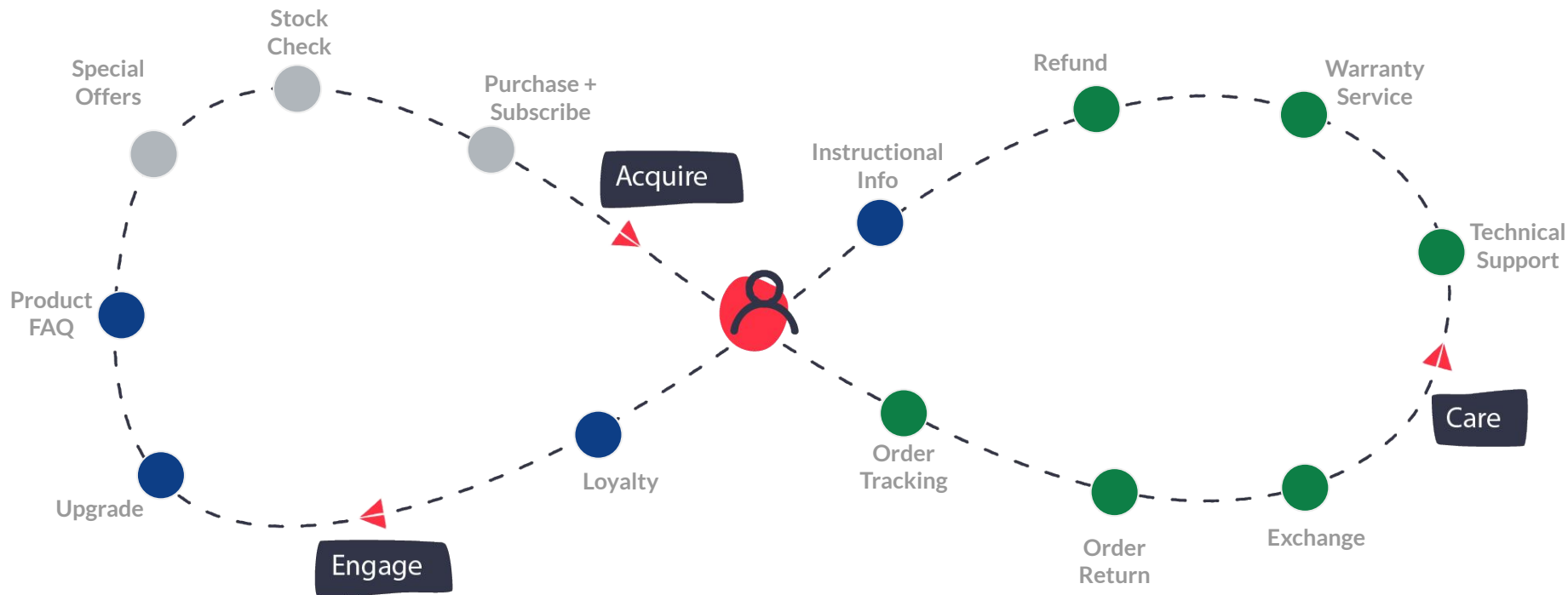




# Year-over-Year Shift in Overall Inbound Volaris Customer Volume



# Engaging across the customer journey





# Volaris Airlines has optimized key moments across the customer journey with bot + agent engagement

## Care

Check in

Flight status

Baggage tracking

Retrieve booking

Check in push  
notification

IVR deflection

## Commerce

New Flight  
Bookings

Baggage purchase

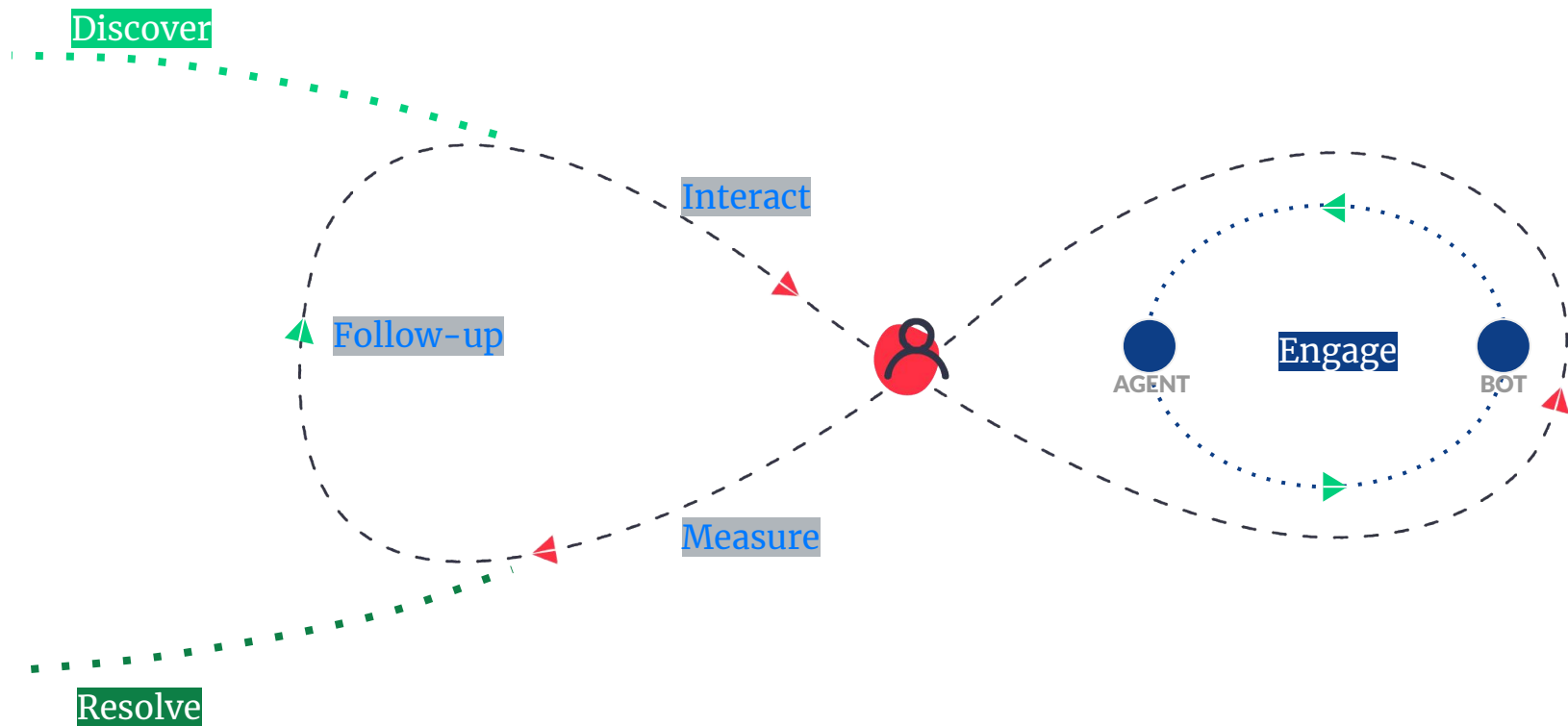
Travel Packages

Ancillary  
Purchases

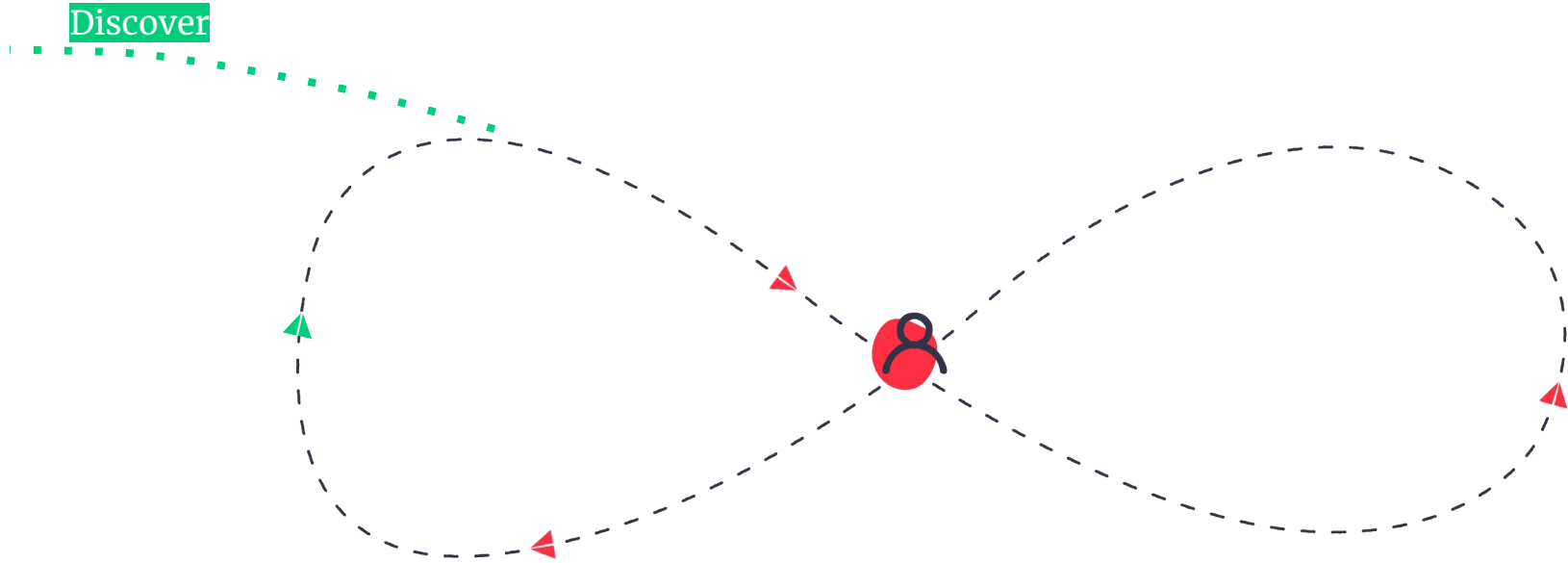
Use of  
promo codes

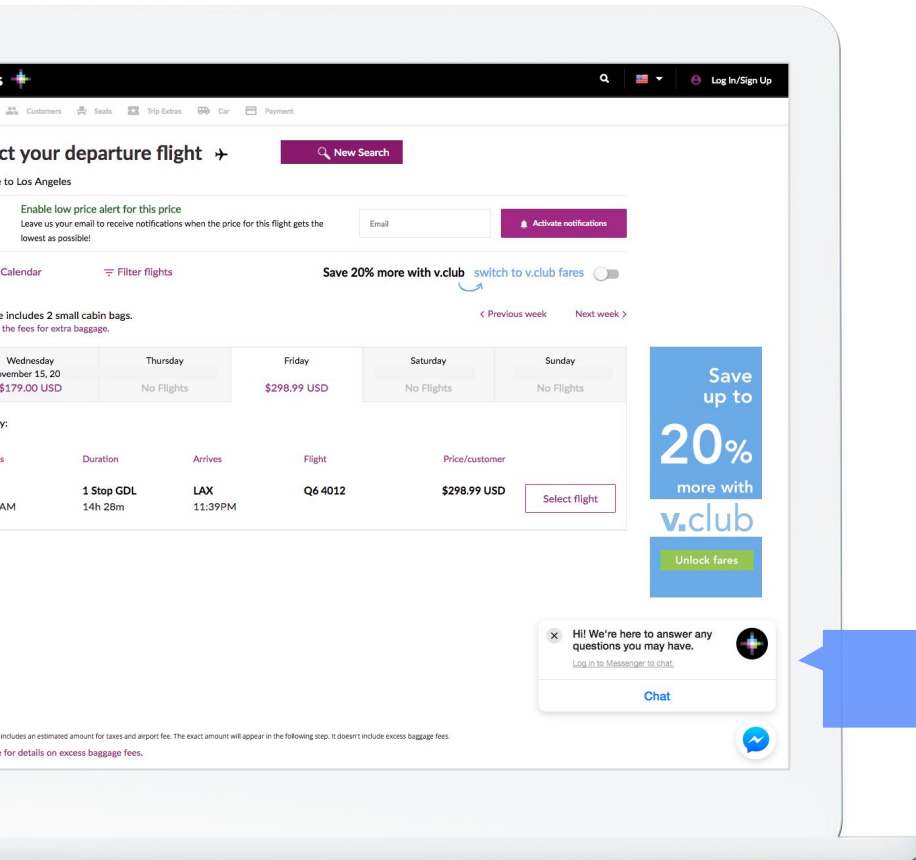
Payments  
integration

# The Six Stages of the Conversational Customer Journey



# Discovery How and where messaging channels help customers conversations with businesses

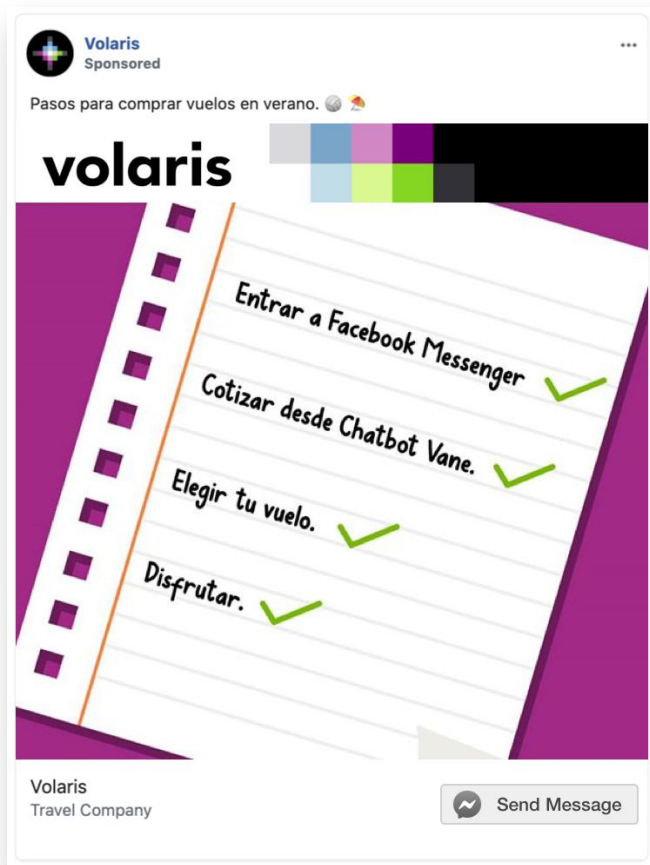




# Operational efficiencies of asynchronous messaging vs. live chat

- First Response Time **reduced by 78%**
- Agent Response Time **reduced by 43%**
- Average Handling Time **reduced by 29%**

Messenger chat plug-in



Promotion:  
Click to Messenger  
Advertising Units

Driving Prospects directly  
into Messaging Channels

We have new information about your flight.

MARIA,

Your upcoming flight from **BBBBBB** to **CCCCCC** with reservation code **AAAAAA** on **1-abr** has been updated once more.

Contact us by WhatsApp and one of our ambassadors will gladly assist and support you to find the best alternative for your trip.

To attend you immediately, click on the following link.

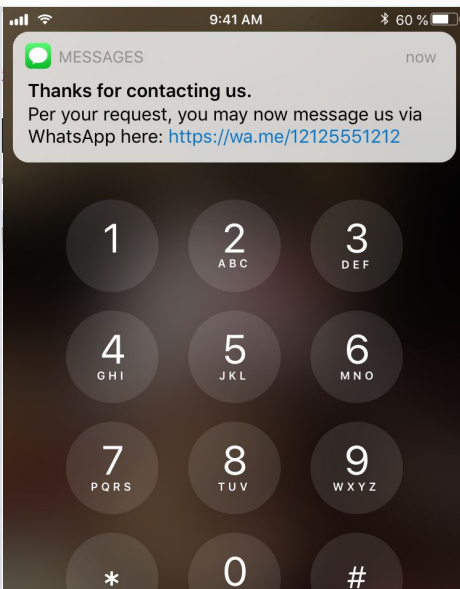


+5215558988

Thanks for understanding. We'll be v

Volaris

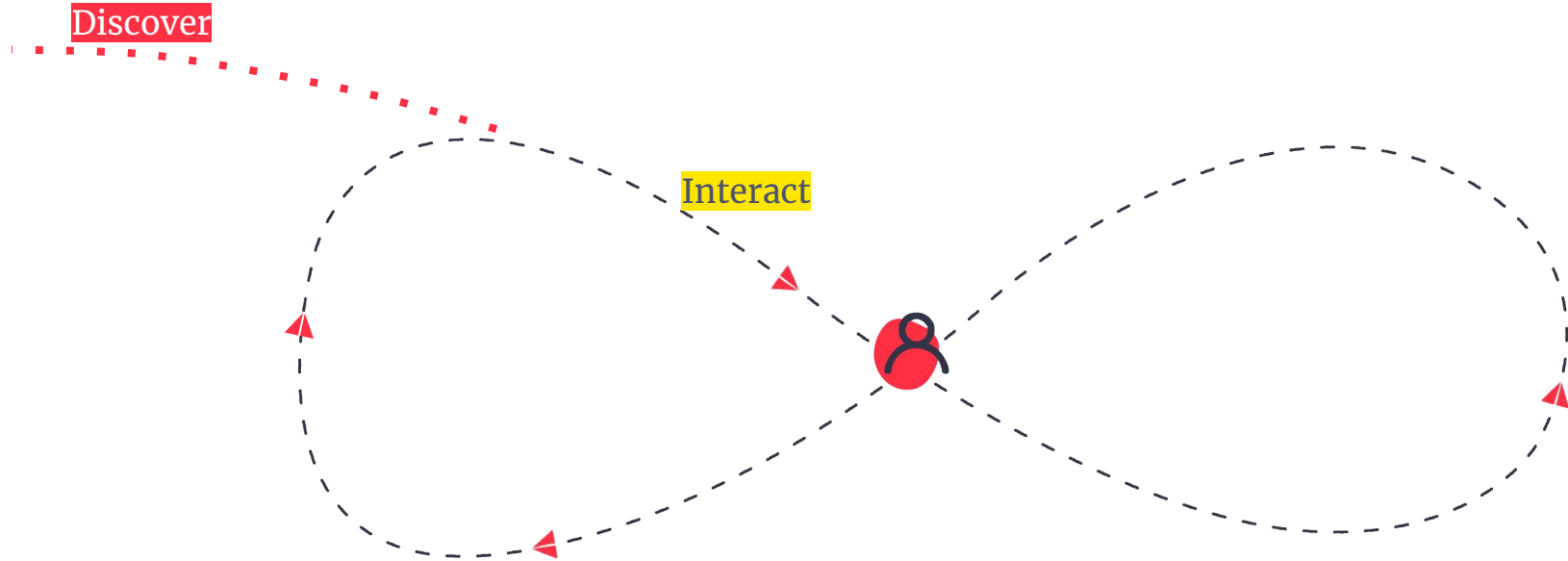
Av. Antonio Dovalí Jaime No. 70, Torre B, Piso 13 Col. Zedec Sa  
Ciudad de México, México.



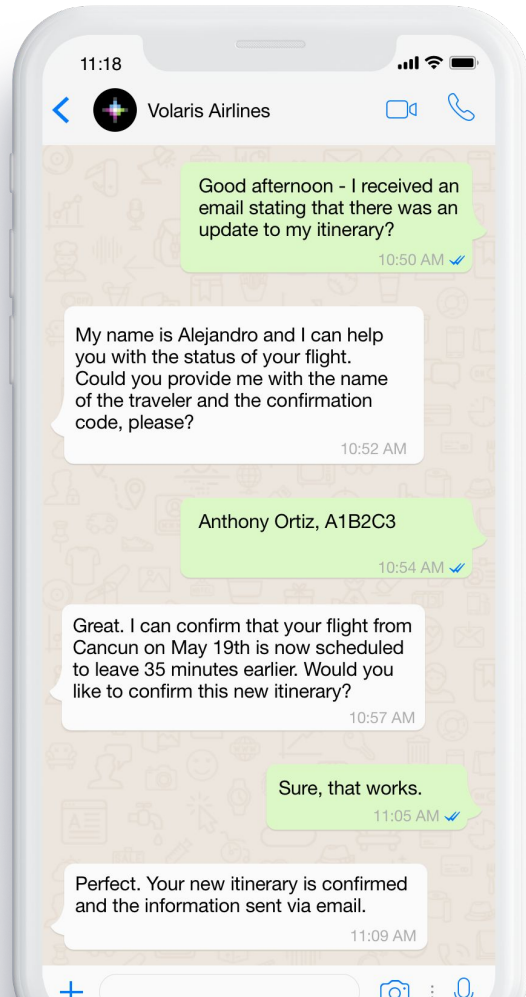
# 30%

Reduction in  
inbound call volume by  
deflecting to WhatsApp  
via Email and SMS

# Whether initiating new conversations or continuing existing ones...

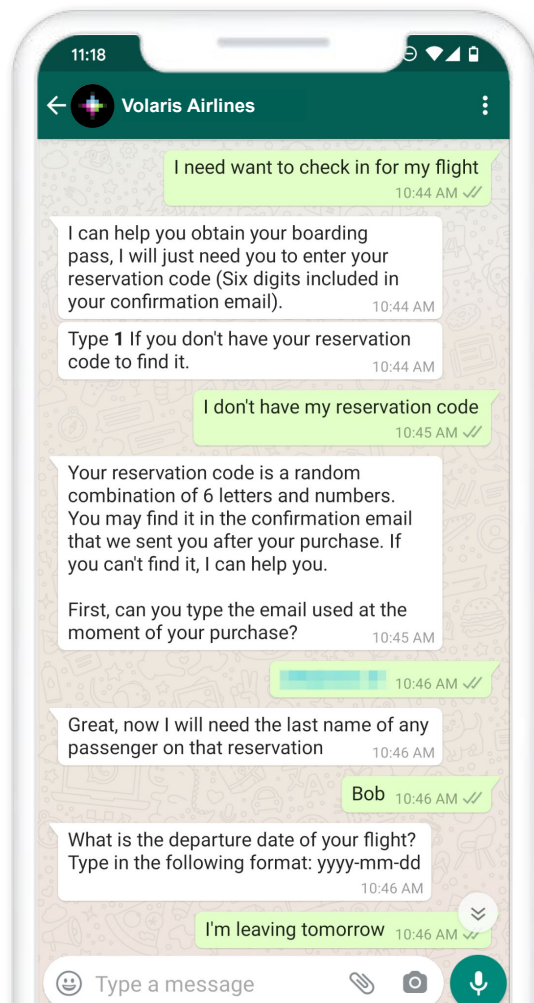


...how context and intent are gathered  
is key to ensuring customers needs are addressed

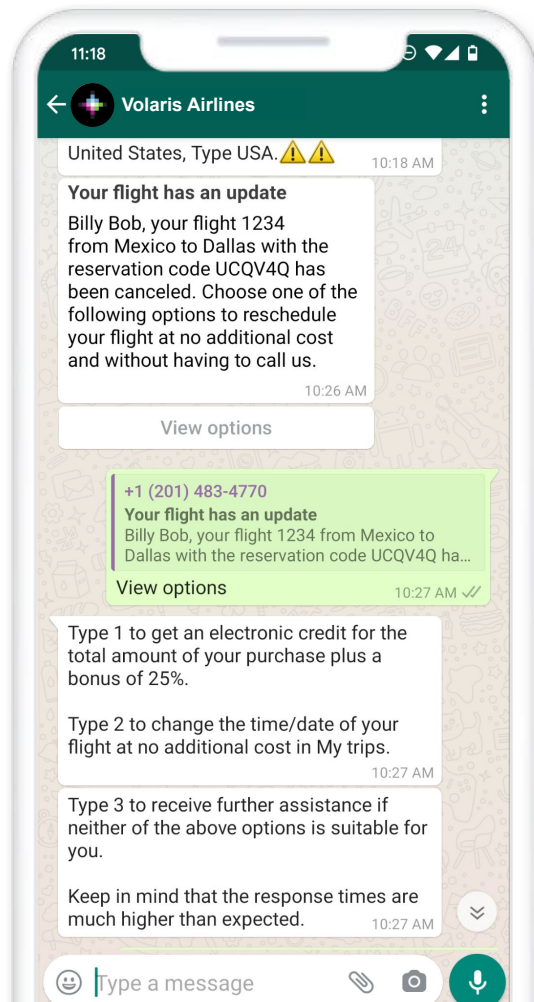


## Engagement via WhatsApp



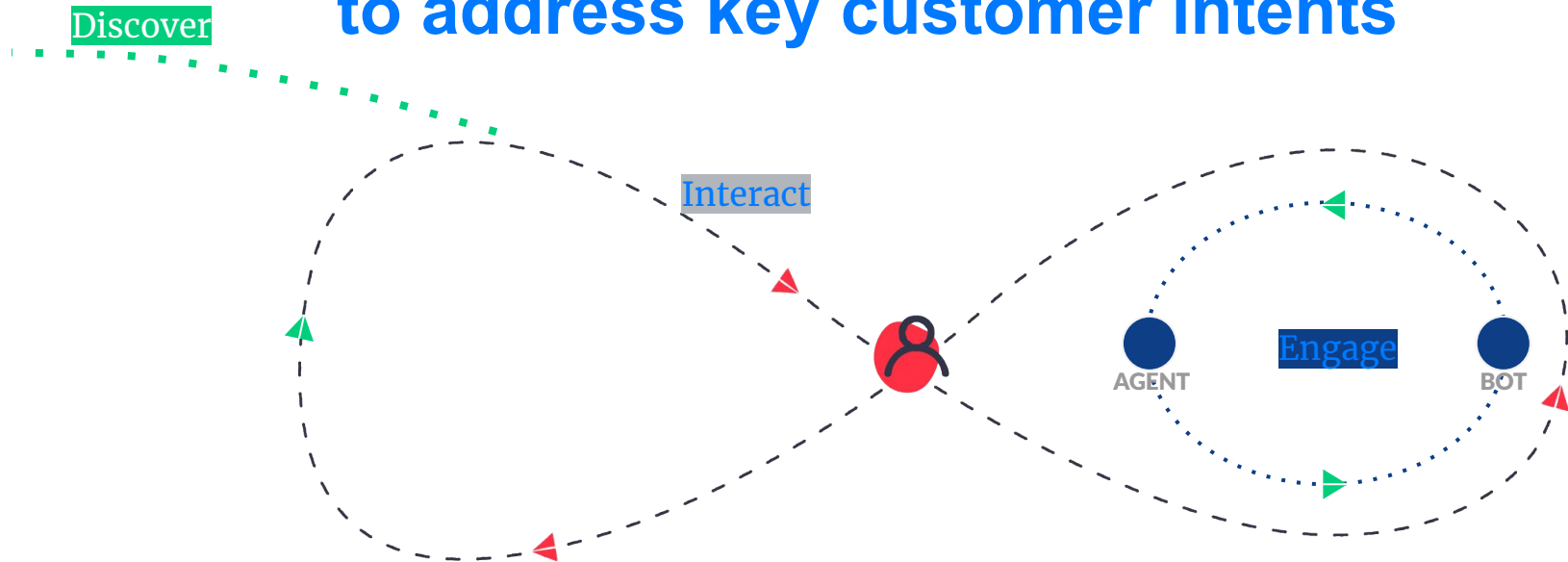


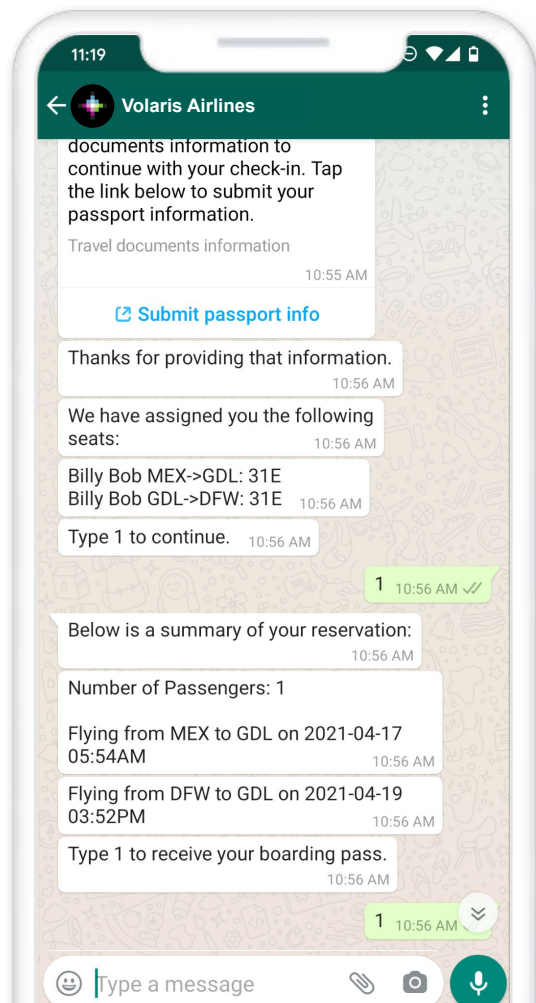
Rich NLU allows customers to do  
flight check-in via WhatsApp



Push notifications driven by deep  
API integrations further personalize  
the customer experience

# Engagement brings bots + humans together to address key customer intents

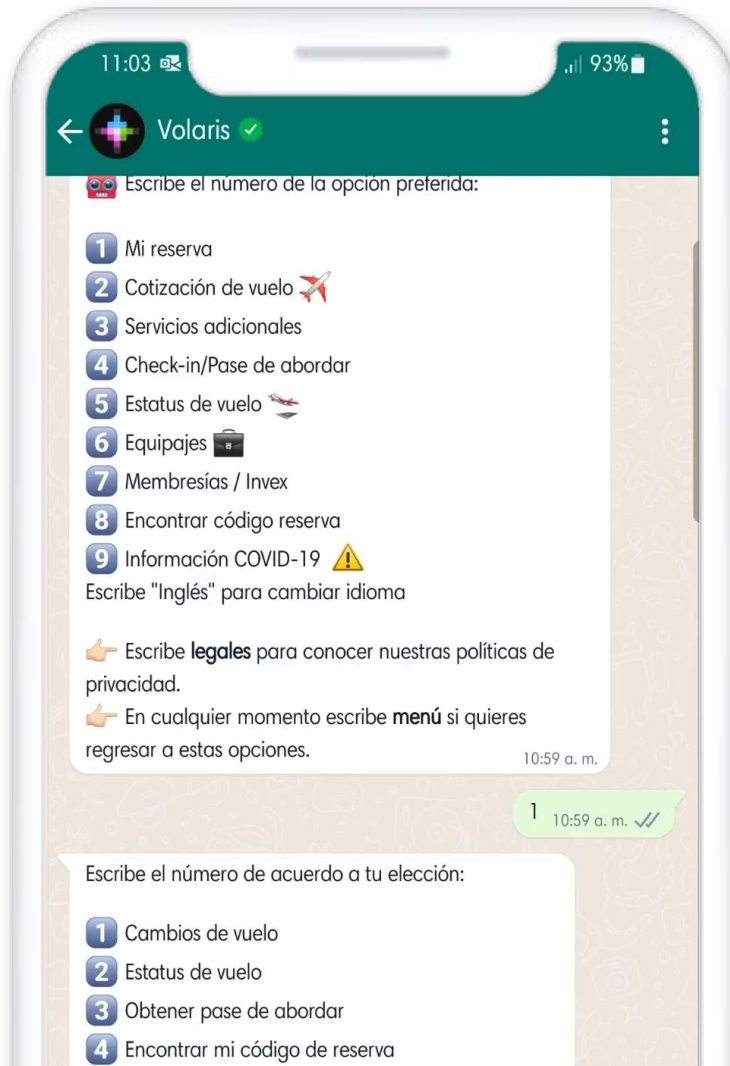




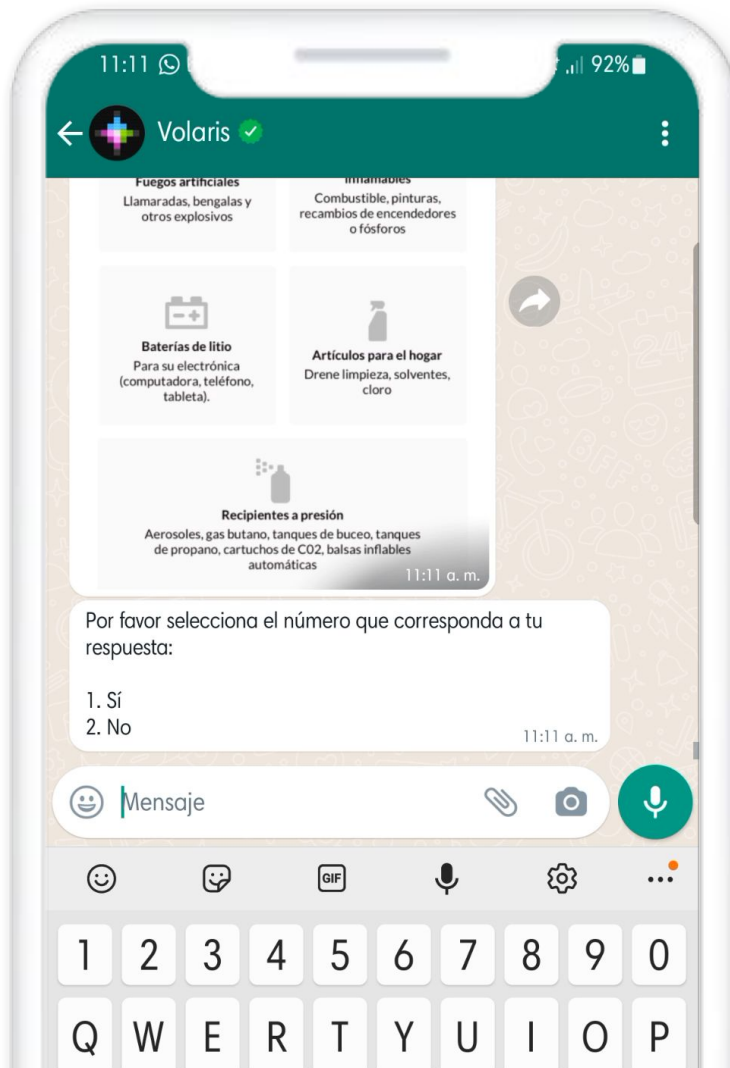
supporting the most common  
use cases through automation  
+ rich integrations with Volaris  
and 3<sup>rd</sup> party systems



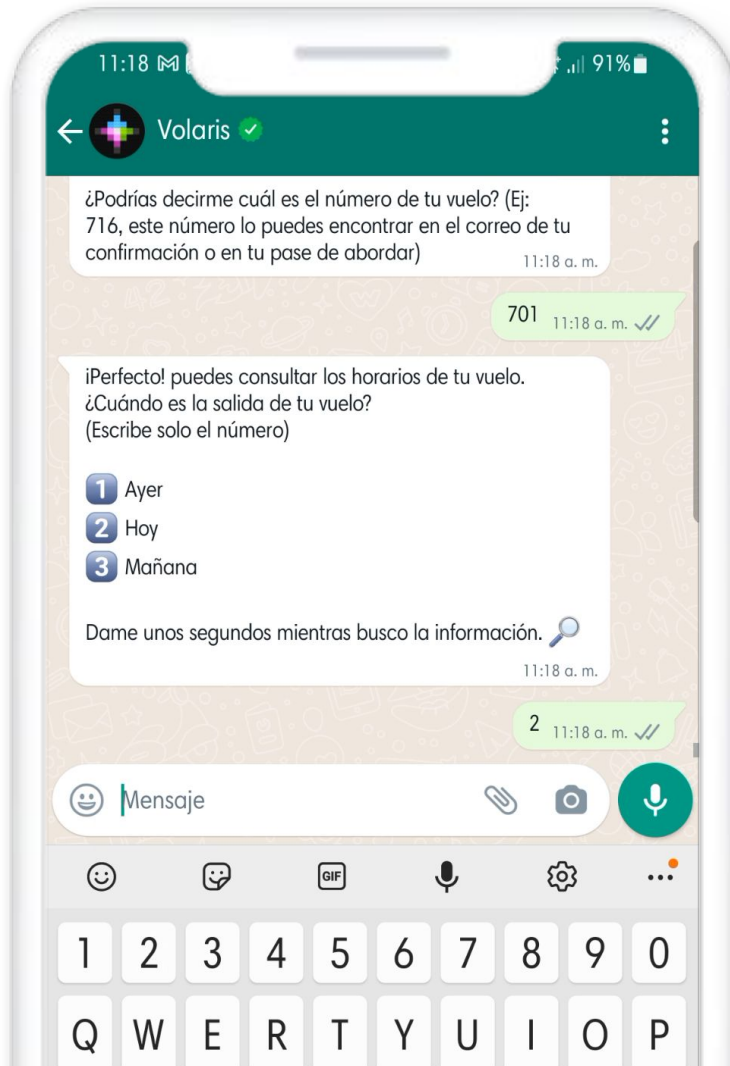
Flight booking / Cotización de vuelo



My reservation / Mi reserva



Flight check-in / Pase de abordar




Flight status / Estatus de vuelo



11:19

bots.conversocial.com/form:

**volaris** 

Travel Document: Passport

Name on document \*

Billy Bob

Issuing Country \*

Document number \*

Expiration

Month \* Day \* Year \*

Birth Country \*

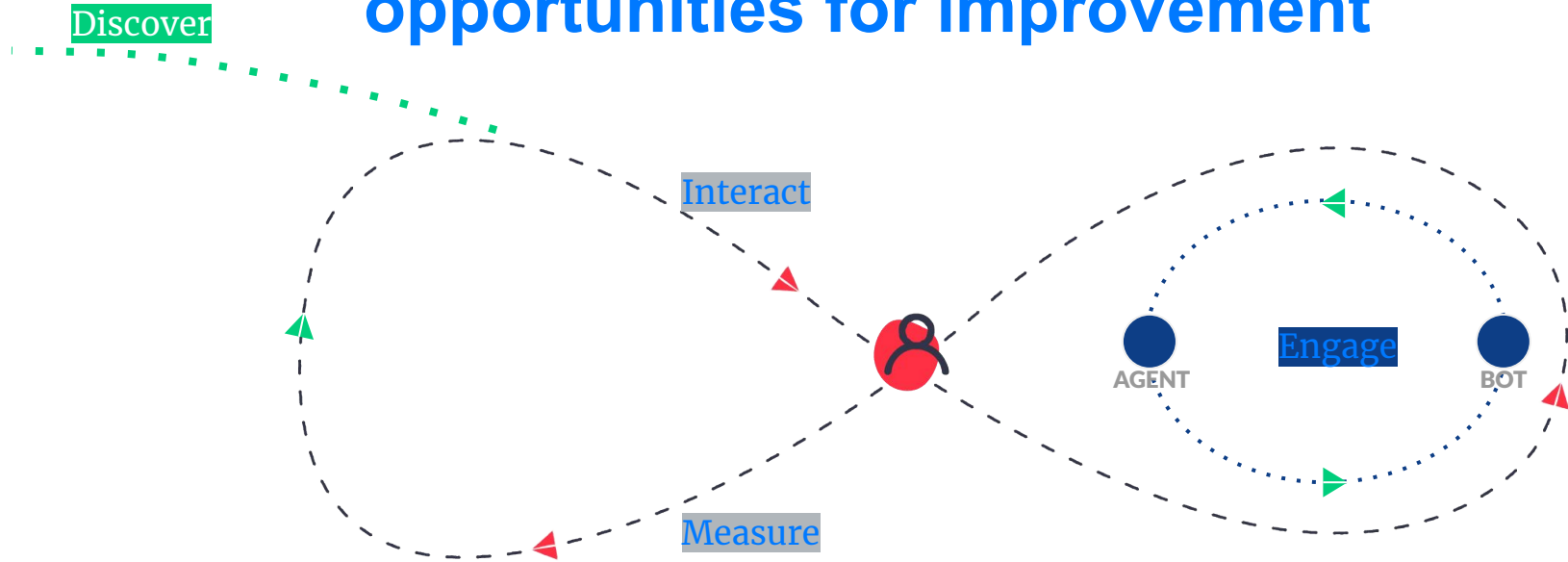
UNITED STATES OF AMERICA x

Submit



Data collection via secure forms and  
integrations with key systems  
supports seamless  
asynchronous interactions

# Measure the quality of your CX to identify opportunities for improvement



# Gather CX Data at Any Point in the Journey

Messenger

A screenshot of a Messenger chat window. At the top, it says 'Kelly Rhoads > Active now'. Below the header, there's a title 'Just a quick question' with a close button. The main content is a survey question: 'How likely is that you would recommend Volaris Airlines to someone else?'. Below the question are two rows of circular buttons numbered 0 to 10. The top row has buttons 0, 2, 4, 6, 8, 10. The bottom row has buttons 1, 3, 5, 7, 9. Below the buttons, it says 'Not at all likely' on the left and 'Extremely likely' on the right. At the bottom, there's a text input field with the placeholder 'Please tell us why (optional)'. At the very bottom, there's a small disclaimer: '\*NPS®, Net Promoter® & Net Promoter® Score are registered trademarks of Satmetrix Systems, Inc., Bain & Company and Fred Reichheld'.

WhatsApp

A screenshot of a WhatsApp chat window. At the top, it says '13:33'. Below the header, there's a title 'Volaris Airlines'. The main content is a survey question: 'I've updated your reservation to include your loyalty number, have a nice day :) -- Anthony'. Below the question, there's a text input field with the placeholder 'We hope we were able to resolve your issue today. Please complete the survey to give us feedback and comments:'. Below the input field, there's a link: 'https://app.conversocial.com/survey/14054/5e1cb03ec456f84019514ea3/d7baf27d3d98dcee8eecb0a55651f89f'. At the bottom, there's a text input field with a plus icon on the left and icons for voice, photo, and video on the right.

Twitter

A screenshot of a Twitter chat window. At the top, it says 'This is the customizable question (e.g. How satisfied are you with your interaction?)'. Below the question, there are five circular buttons with different expressions: 'Very unsatisfied', 'Unsatisfied', 'Neutral', 'Satisfied', and 'Very satisfied'. Below the buttons, there's a text input field with the placeholder 'Please tell us why (optional)'. At the bottom, there's a 'Done' button.

CSAT and NPS can be measured in the context of any interaction type, within any messaging channel.



# Delivering on the customer's channel of choice drives customer loyalty

MESSAGING NPS:

Messaging NPS **+19** Higher Than Industry Average

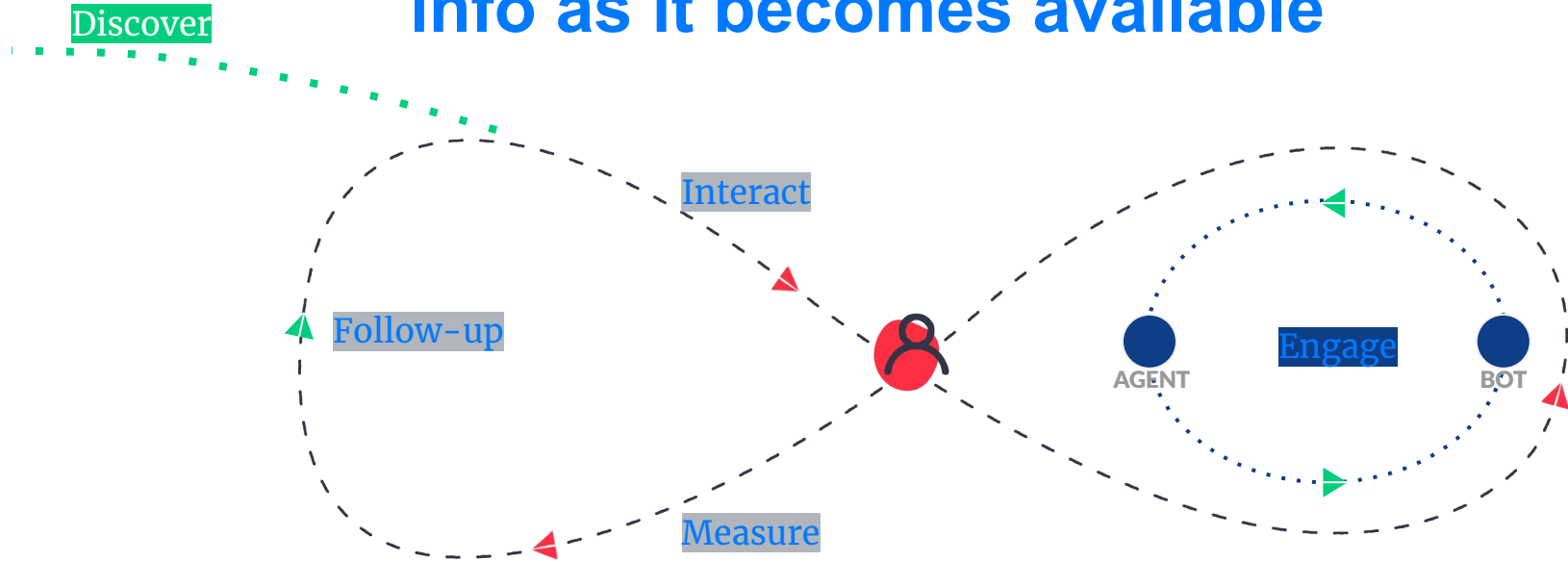
VOICE NPS:

Voice NPS Scores **10%** Lower Than Messaging

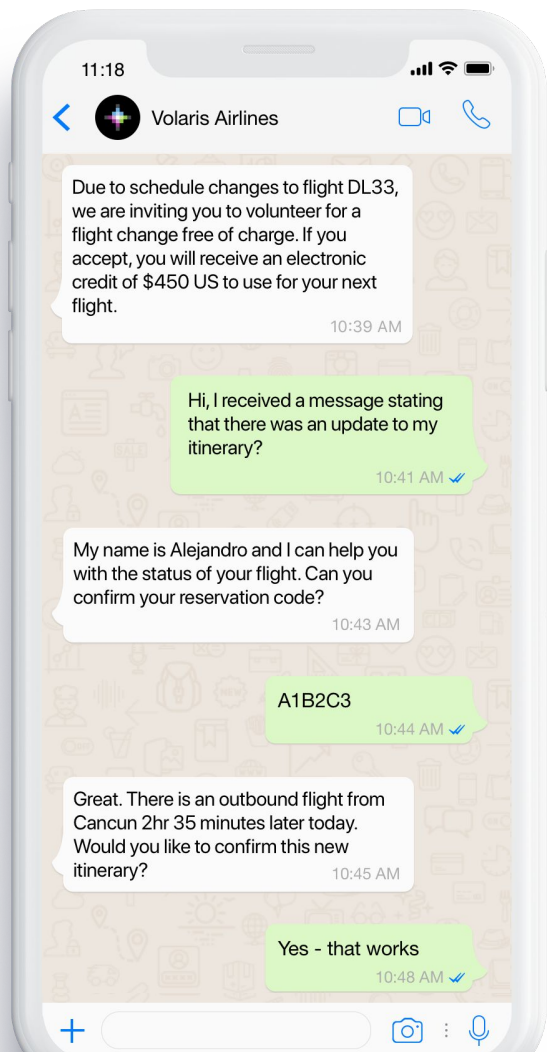
AIRLINE INDUSTRY BENCHMARK:

Clear consumer preference  
for Messaging compared to  
traditional channels.

# Follow-up with customers with additional info as it becomes available



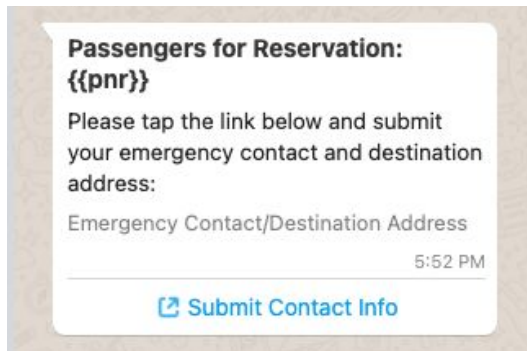
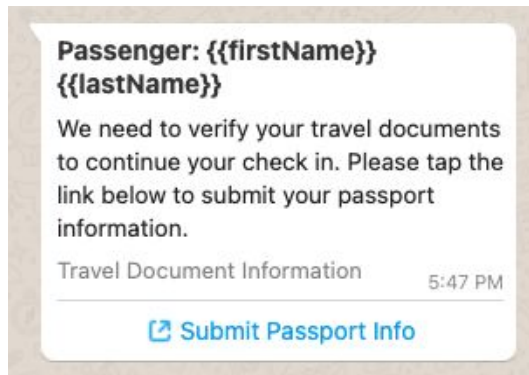
circle back to ensure customer satisfaction,  
or prompt re-engagement where appropriate



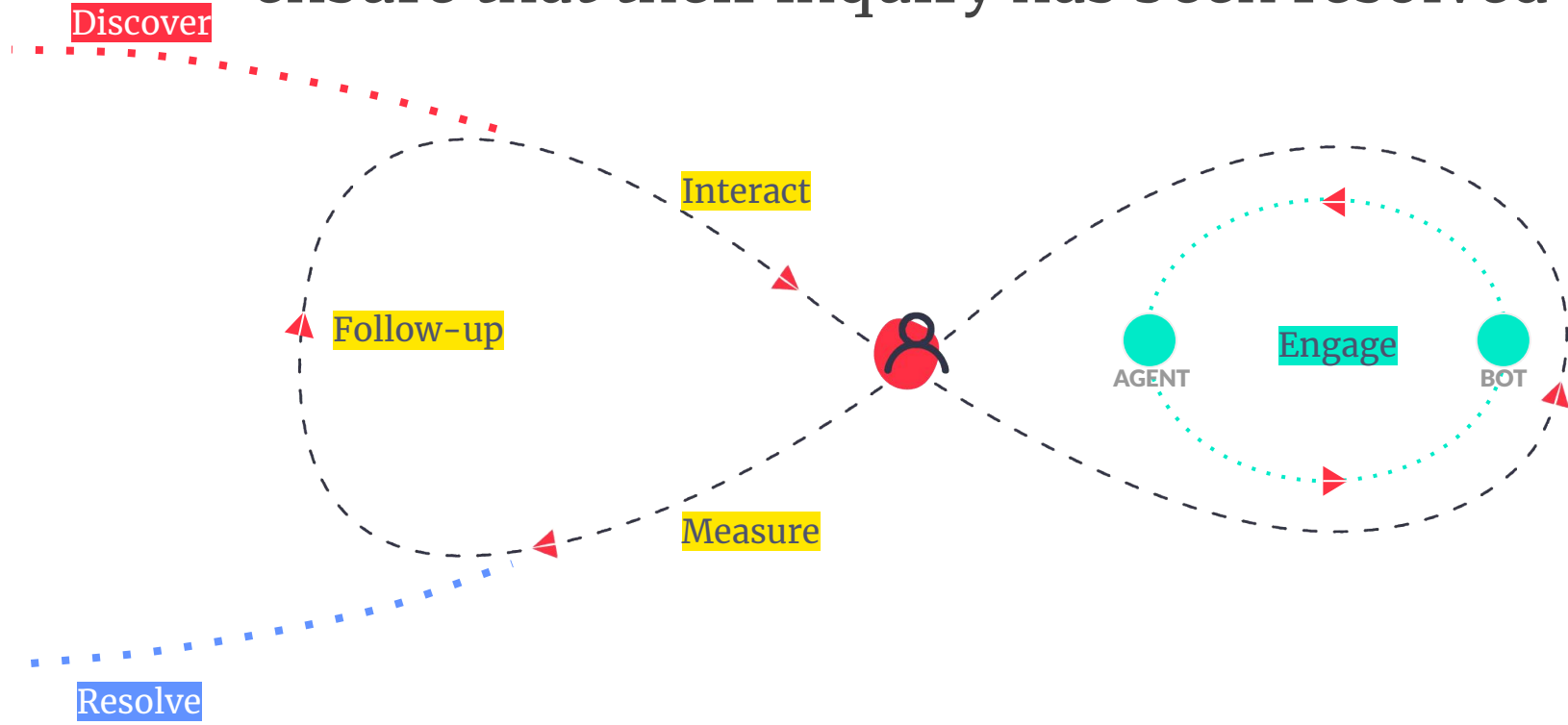
**61%** Of messaging conversations  
now on WhatsApp  
Replacing SMS as their  
primary notification method



Rich notification templates **used to re-engage travelers at key moments in the customer journey**

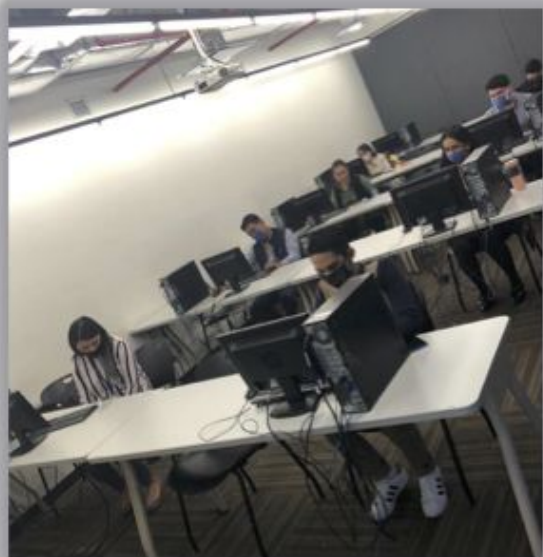


Aid customers in the completion of tasks and ensure that their inquiry has been resolved





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



# We identified inefficiencies in teams' structure, windows to complaint and processes not using the automatization available features

September '20



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

We've been consolidating our team structure dividing into 4 cells to increase efficiency and attend each type of inquiry accordingly

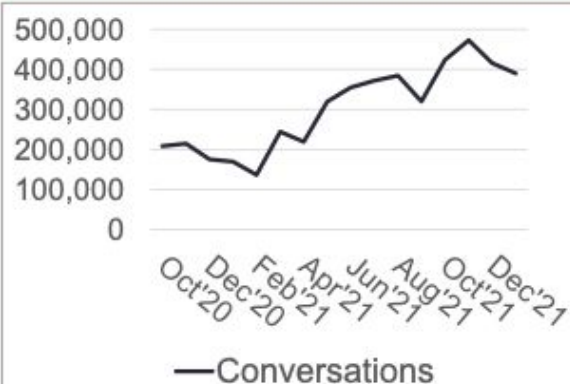




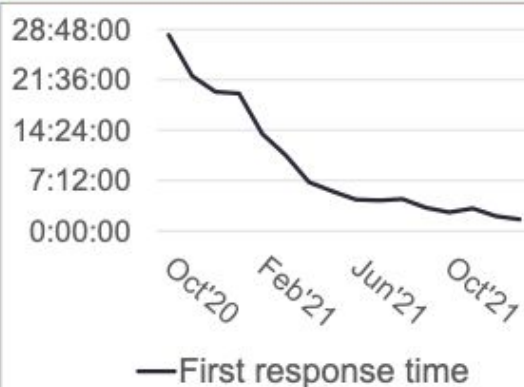
One year after starting with call center service zero project, we reached consistent conversation's growth, improved CSAT and kept down the costs



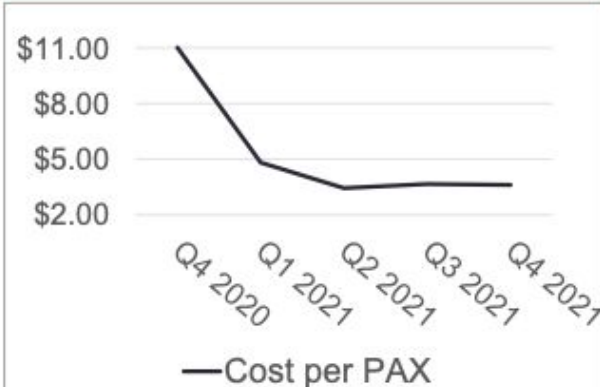
Volaris' passengers conversations  
(Oct 2020 – Jan 2022)



First response time in passengers conversations  
(Oct 2020 – Jan 2022)



Cost\* per PAX  
(\*Including Contact Center agents, chatbot, licenses and info calls cost)



- **3X increase in conversations** from 931k (2020) to 2.5M (2021)
  - **Faster first response time ever** from 19hr. 40min. (Jan '21) to 1hr. 39min. (Jan '22)
  - **Customer Satisfaction Score** increased 26pp from 44% avg in 2020 to 70% avg in 2021
  - **-23% general claims and -41 institutions claims**
  - **Chatbot containment rate** +8.4% from 70.4% avg in 2020 to 78.8% avg in 2021
- Costs: only 9% more agents 169 agents in '21 Vs 155 agents in '20 despite 3x volume increase

# Closing the Gap Requires a Whole New Set of Capabilities



Embrace  
Digital-First  
Engagement



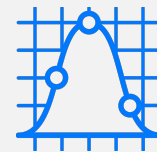
Power Today's  
Evolving and  
Distributed  
Workforce



Embrace an  
Enterprise-wide  
CX Culture



Connect the  
Silos Across  
the Enterprise



Harness Data,  
AI and Analytics  
to Drive Action

# State of Customer Engagement

Organizations Improved CE/CX in 2021 with New and Expanded Engagement Solutions

## Top Customer Engagement and Experience Solution Implementations in 2021

57%	Quality and Performance	41%	Compliance, Security, and Fraud
42%	Workforce Management	36%	Chatbots/Intelligent Virtual Assistants
42%	Voice of Customer/ Experience Management	36%	Knowledge Management
		36%	Messaging

# 2022 Priority Initiatives

Happier Workers, More Engaged Customers

## High Priority CE/CX Initiatives

**60%** Technology to support improved agent experience and well-being

**59%** Digital-first customer engagement

**58%** Technology to support agent guidance for expressing empathy

## Top Areas for Increased Investment

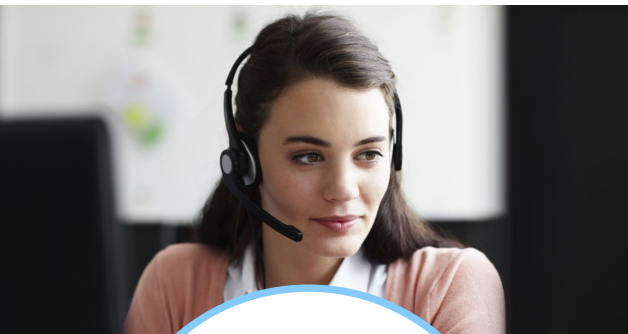
**47%** Quality and Performance

**46%** Compliance, Security & Fraud

**37%** Knowledge Management

# What Makes Digital-First Successful

Customer Engagement and Operational Efficiency



## Intelligent Self-Service

The best information can be found and used quickly, using AI and Automation



## Proactive, Personalized Experiences

Responses are driven by the customer's context: identity, history and actions

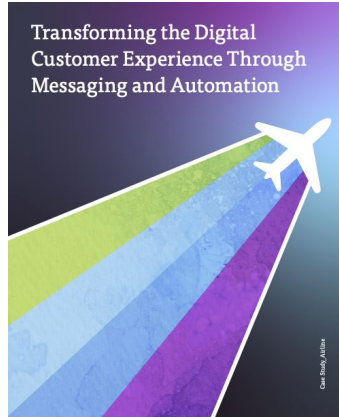


## One Workforce via Engagement Orchestration

Service actions evolve seamlessly across tools, devices, channels



# LEARN MORE: Volaris Case Study



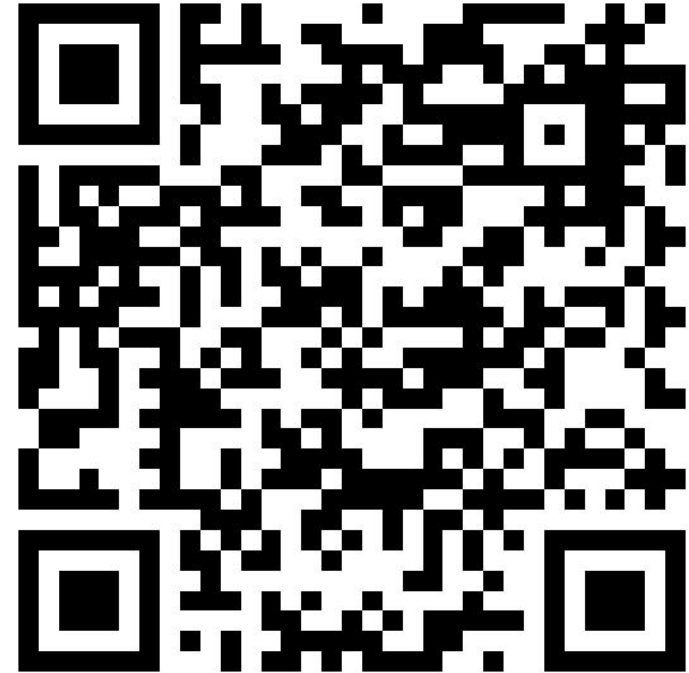
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# LEARN MORE: The Engagement Capacity Gap™



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Engagement Company™





¡Muchos gracias!

**VERINT**

The Customer  
Engagement Company™

