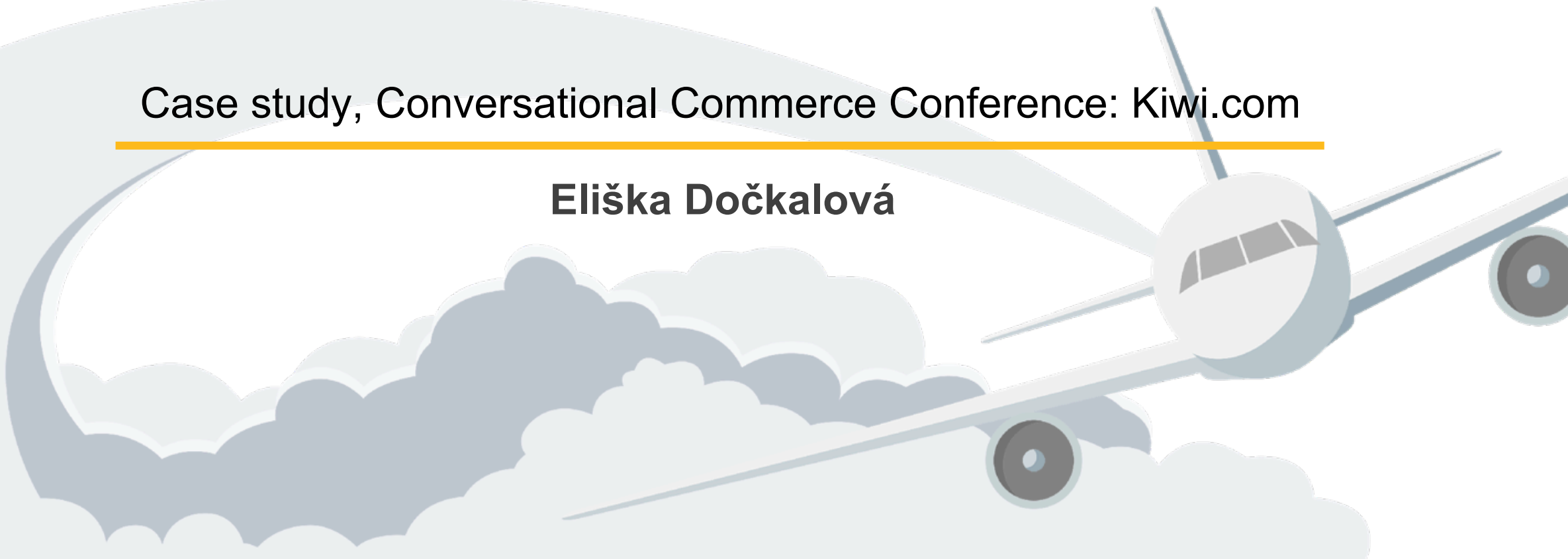Case study, Conversational Commerce Conference: Kiwi.com

Eliška Dočkalová

Agenda / divider slide

- **Introduction of Kiwi.com**
- **Head of Task Force role & background**
- **Benefits of IVA implementation**
- **Why Interactions?**
- **Voice AI recording**
- **Omni-channel & Social**
- **Q&A**

Kiwi.com in numbers

Sales of $925 million in 2017

Global headcount of 1,900

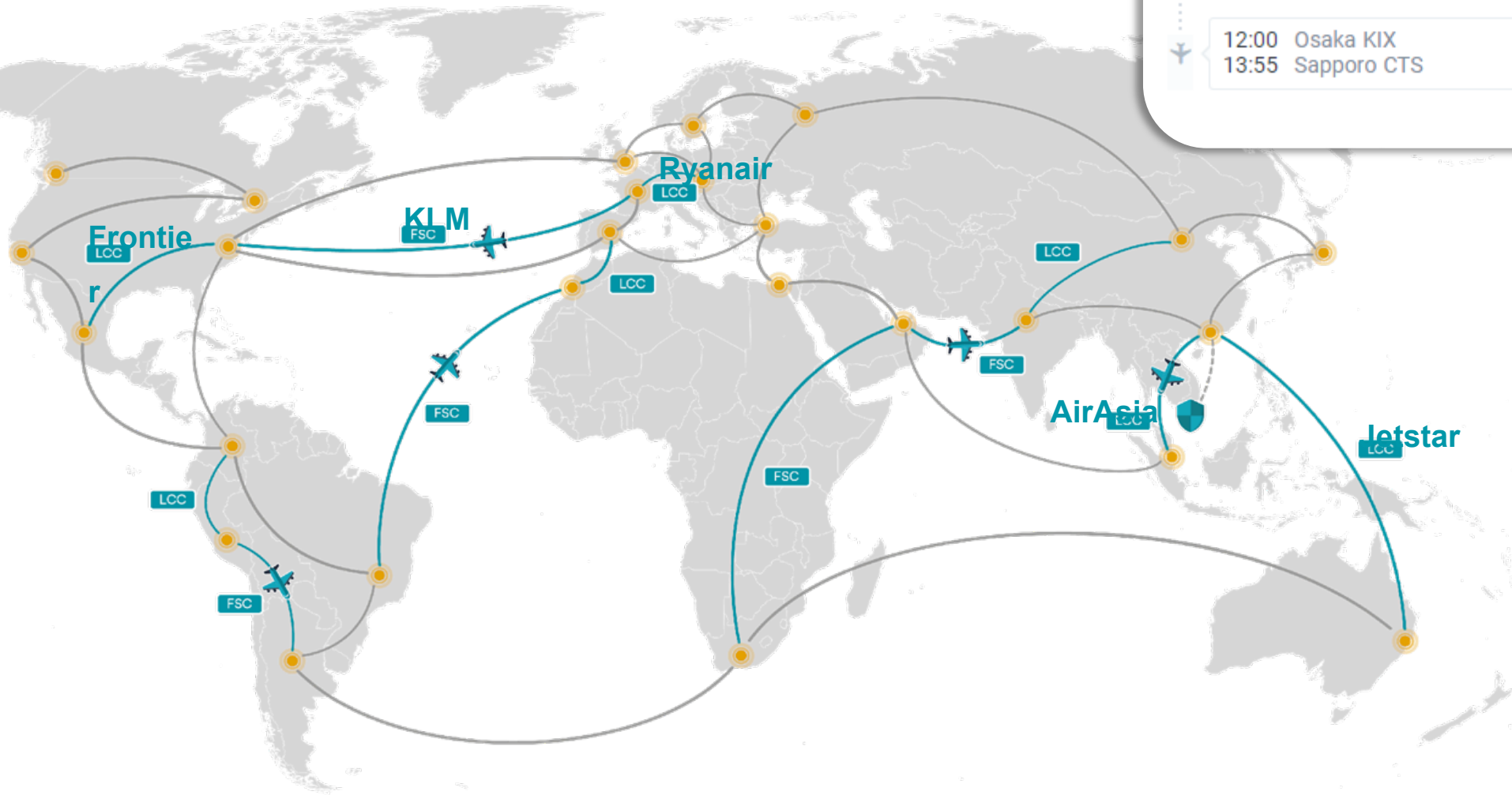650+ airlines in the system

25,000+ Seats sold per day

Virtual Interlining

Mon 13 Nov

06:05 Shanghai PVG
09:15 Osaka KIX
peach
2h 10m

Layover in Osaka for 2h 45m.
Kiwi.com Guarantee

12:00 Osaka KIX
13:55 Sapporo CTS
1h 55m

Ryanair
LCC

KLM
FSC

Frontier
LCC

LCC

LCC

FSC

FSC

FSC

AirAsia
LCC

Jetstar
LCC

FSC

LCC

FSC

Self-transfer vs. Virtual Interlining

Booking stages	DIY Self-transfer	Virtual Interlining
Search	Time consuming	Convenient
Booking	Multiple bookings / payments	Single booking / payment
Connection protection	Not protected	Protected
Post-booking support	Multiple carriers	One provider
Check-in	Multiple check-ins	Single check-in
Checked bag	Re-check	Re-check

Benefits for airlines

Instant interlining with over **650+ airlines** across the globe

Boost customer retention with an **unlimited variety of destinations** beyond the airline's network

All connections covered by the **Kiwi.com Guarantee** (insurance and customer support)

Benefits of implementing IVA

- significant costs & contacts reduction

- faster reaction to customers requests - decrease of handling time, enhancement of customer experience

- automation of daily Customer Support/Back office tasks
  - identification & verification process
  - information about delays
  - emergency travel alerts
  - change of passenger's details
  - additonal services: meals / luggage, special assistance, musical instruments, sports equiment, pets, etc.
  - payment issues

| Month/Year	Offered
Apr 2017	35,318
May 2017	42,637
Jun 2017	47,435
Jul 2017	49,817
Aug 2017	49,441
Sep 2017	65,127
Oct 2017	66,415
Nov 2017	60,376
Dec 2017	75,494
Jan 2018	81,181
Feb 2018	66,748
Mar 2018	87,958
Apr 2018	89,181

Why Interactions? Projected results

- Success based pricing

- multiple Intent handling & contextual memory

- fewer sales, more facts

- major cost savings & improvement of identification and authentification sucess rate

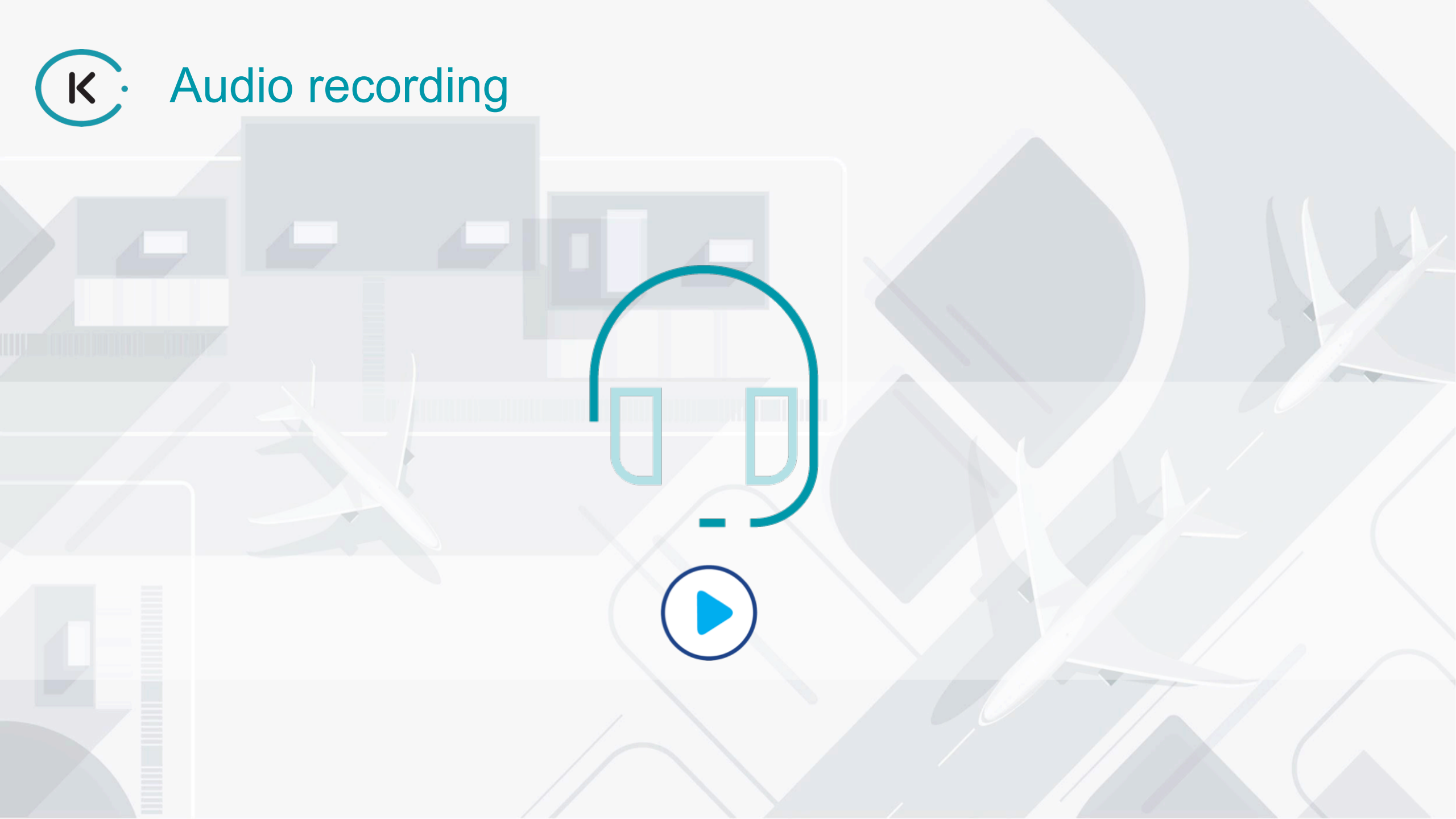- greater profitability based on better customer experience
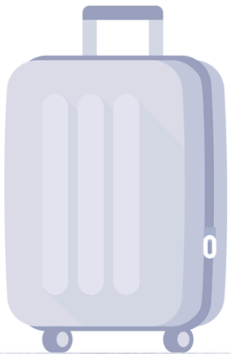
"Hi, I would like to add baggage and assign my seats."
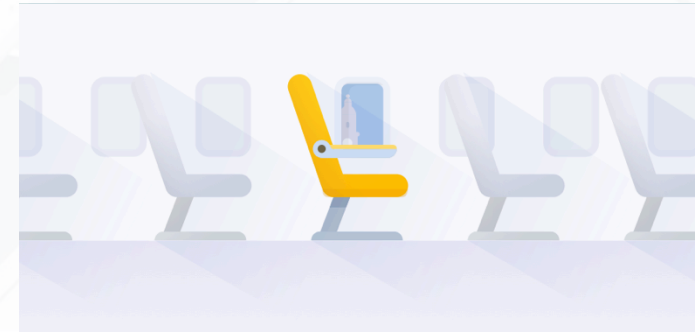
Audio recording

Next steps - Omni-Channel and Social

- interactive dialogue chat model

  - intent detection
  - real-time response generation
  - fully integrated with Facebook Messenger

- social media

  - proactive communication
    - delays alerts
    - travel emergency messages
  - price alerts
  - marketing and advertising

Q&A

eliska.dockalova@kiwi.com

Connecting the unconnected