

How Can AI Help Airlines Listen Better?



Source: Pixabay (2020)

Background

While airlines have traditionally relied on conventional metrics such as Net Promoter Scores (NPS) and Customer Satisfaction (SCAT) scores to rate customer service experience, these metrics may not fully capture the complexities of customer feedback or the reasons behind customer satisfaction or dissatisfaction (McKinsey & Company, 2024). With Large Language Models (LLMs), AI can help airlines go beyond simple numerical metrics, providing depth and context to support customer feedback scores.

Airlines deal with thousands of customer inquiries and complaints every day. The heavy reliance on AI chatbots and the shortage of human customer service agents have led to inadequate customer support and inquiries being overlooked (Schwerin, 2023). Consequently, valuable insights reflecting the true state of an airline's customer service may be buried within the vast number of interactions. By utilizing LLM-based advanced analytics tools, airlines can extract meaningful insights by analyzing extensive customer interaction data from various channels such as call centers, emails, live chats, and social media (McKinsey & Company, 2024). This approach can help airlines identify specific customer concerns and experiences that were previously unnoticed.

Furthermore, AI can help airlines process and categorize customer feedback in a more nuanced way. For example, while call centers tend to sort messages into generic categories like “complaints about loyalty program,” LLM-based tools can replace those categories with more specific ones, such as “where are my loyalty points after my last flight?” (McKinsey & Company, 2024). As a result, it becomes much easier to identify within the organization who is responsible for resolving the matter and to facilitate a prompt response. At the same time, nuanced categories allow airlines to track trends in inquiries and complaints so that the airline may respond proactively if issues about specific services intensify.

On the other hand, AI can act as an agent of change to monitor customer experience at various service touchpoints throughout the customer journey (McKinsey & Company, 2024). AI is capable of collecting real-time data, analyzing customer sentiment, and generating actionable insights (Forbes, 2024). By incorporating AI at critical touchpoints such as check-in and

boarding, airline managers can receive real-time data regarding check-in efficiency and boarding process updates, enabling timely remedial actions when necessary to ensure a smoother passenger experience (McKinsey & Company, 2024).

Challenges

It is believed that most people fill out a customer survey only when they are either really satisfied or extremely upset with the service (Schlappig, 2024). This leads to extreme data existing within the pool of immense customer interactions analyzed by AI, and companies could risk drawing the wrong conclusions based on the analytic results generated by AI. To mitigate this risk, airlines must complement AI-driven insights with targeted outreach efforts to obtain a more representative sample of customer feedback.

Discussion Questions

1. Why might traditional metrics like NPS and SCAT fail to capture the full complexity of customer feedback?
2. What are the potential benefits and challenges of utilizing LLM-based analytics tools to process customer interactions across various channels?
3. How might real-time data collection and analysis at critical service touchpoints, such as check-in and boarding, improve the overall passenger experience?
4. What are the risks of misinterpretation of analytics results when relying solely on AI-driven insights, and how can these be mitigated?
5. How might the integration of AI and advanced analytics tools shape the future of customer service in the airline industry?

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Keywords

- Airline
- Customer Service
- Artificial Intelligence (AI)
- Large Language Model (LLM)
- Real-time Data Collection
- Data Analysis

人工智能如何帮助航空公司更好地倾听客户声音？



Source: Pixabay (2020)

背景

尽管航空公司传统上依赖净推荐值（NPS）和客户满意度（SCAT）评分等常规指标来衡量客户服务体验，但这些指标可能无法全面捕捉客户反馈的复杂性或客户满意与不满背后的原因(McKinsey & Company, 2024)。借助大语言模型（LLM），人工智能可以帮助航空公司超越简单的数字指标，为支持客户反馈评分提供深度和背景信息。

航空公司每天处理成千上万的客户咨询和投诉。对 AI 聊天机器人的过度依赖以及人工客服人员的短缺，导致了客户支持不足和咨询被忽略的问题(Schwerin,2023)。因此，能够反映航空公司客户服务真实情况的有价值见解，可能淹没在海量的互动中。通过利用基于 LLM 的高级分析工具，航空公司可以分析来自呼叫中心、电子邮件、实时聊天和社交媒体等各种渠道的大量客户互动数据，从而提取有意义的见解(McKinsey & Company,2024)。这种方法可以帮助航空公司识别出以前未被注意到的具体客户关切和体验。

此外，人工智能可以帮助航空公司以更细致的方式处理和分类客户反馈。例如，虽然呼叫中心倾向于将信息归类为“关于忠诚度计划的投诉”等通用类别，但基于 LLM 的工具可以用更具体的类别（例如“我上次飞行后的忠诚度积分在哪里？”）来替代这些分类(McKinsey & Company,2024)。这样一来，就能更容易地确定组织内谁负责解决该问题，并促进快速响应。同时，细致的分类使航空公司能够追踪咨询和投诉的趋势，以便在针对特定服务的问题加剧时能够主动响应。

另一方面，人工智能可以充当变革的推动者，在整个客户旅程中的各个服务触点监控客户体验(McKinsey & Company, 2024)。人工智能能够收集实时数据、分析客户情绪并生成可操作的见解(Forbes,2024)。通过在值机和登机等关键触点融入人工智

能，航空公司管理人员可以接收有关值机效率和登机流程更新的实时数据，从而能够在必要时及时采取补救措施，确保更顺畅的乘客体验(McKinsey & Company, 2024)。

挑战

据信，大多数人只有在对服务真正满意或极度不满时才会填写客户调查(Schlappig, 2024)。这导致在由人工智能分析的海量客户互动数据池中存在极端数据，公司有可能根据人工智能生成的分析结果得出错误结论。为了降低这种风险，航空公司必须将人工智能驱动的意见与有针对性的外展工作相结合，以获得更具代表性的客户反馈样本。

讨论问题

1. 为什么 NPS 和 SCAT 等传统指标可能无法捕捉客户反馈的全部复杂性？
2. 利用基于 LLM 的分析工具处理跨渠道客户互动，有哪些潜在的好处和挑战？
3. 在值机和登机等关键服务触点进行实时数据收集和分析，如何改善整体乘客体验？
4. 仅依赖人工智能驱动的意见时，误解分析结果的风险是什么？如何缓解这些风险？
5. 人工智能和高级分析工具的整合将如何塑造航空业客户服务的未来？

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关键词

- 航空公司
- 客户服务
- 人工智能
- 大语言模型
- 实时数据收集
- 数据分析

人工智慧如何幫助航空公司更好地傾聽客戶聲音？



Source: Pixabay (2020)

背景

儘管航空公司傳統上依賴淨推薦值（NPS）和客戶滿意度（SCAT）評分等常規指標來衡量客戶服務體驗，但這些指標可能無法全面捕捉客戶反饋的複雜性或客戶滿意與不滿背後的原因 (McKinsey & Company, 2024)。借助大型語言模型（LLM），人工智慧可以幫助航空公司超越簡單的數字指標，為支援客戶反饋評分提供深度和背景資訊。

航空公司每天處理成千上萬的客戶諮詢和投訴。對 AI 聊天機器人的過度依賴以及人工客服人員的短缺，導致了客戶支援不足和諮詢被忽略的問題 (Schwerin, 2023)。因此，能夠反映航空公司客戶服務真實情況的有價值見解，可能埋沒在海量的互動中。透過利用基於 LLM 的高級分析工具，航空公司可以分析來自呼叫中心、電子郵件、即時聊天和社群媒體等各種渠道的大量客戶互動數據，從而提取有意義的見解 (McKinsey & Company, 2024)。這種方法可以幫助航空公司識別出以前未被注意到的具體客戶關切和體驗。

此外，人工智慧可以幫助航空公司以更細緻的方式處理和分類客戶反饋。例如，雖然呼叫中心傾向於將資訊歸類為「關於忠誠度計畫的投訴」等通用類別，但基於 LLM 的工具可以用更具體的類別（例如「我上次飛行後的忠誠度積分在哪裡？」）來替代這些分類 (McKinsey & Company, 2024)。如此一來，就能更容易地確定組織內誰負責解決該問題，並促進快速回應。同時，細緻的分類使航空公司能夠追蹤諮詢和投訴的趨勢，以便在針對特定服務的問題加劇時能夠主動回應。

另一方面，人工智慧可以充當變革的推動者，在整個客戶旅程中的各個服務接觸點監控客戶體驗 (McKinsey & Company, 2024)。人工智慧能夠收集即時數據、分析

客戶情緒並生成可操作的見解 (Forbes, 2024)。透過在報到和登機等關鍵接觸點融入人工智慧，航空公司管理人員可以接收有關報到效率和登機流程更新的即時數據，從而能夠在必要時及時採取補救措施，確保更順暢的乘客體驗 (McKinsey & Company, 2024)。

挑戰

據信，大多數人只有在對服務真正滿意或極度不滿時才會填寫客戶調查 (Schlappig, 2024)。這導致在由人工智慧分析的海量客戶互動數據池中存在極端數據，公司有可能根據人工智慧生成的分析結果得出錯誤結論。為了降低這種風險，航空公司必須將人工智慧驅動的見解與有針對性的外展工作相結合，以獲得更具代表性的客戶反饋樣本。

討論問題

1. 為什麼 NPS 和 SCAT 等傳統指標可能無法捕捉客戶反饋的全部複雜性？
2. 利用基於 LLM 的分析工具處理跨渠道客戶互動，有哪些潛在的好處和挑戰？
3. 在報到和登機等關鍵服務接觸點進行即時數據收集和分析，如何改善整體乘客體驗？
4. 僅依賴人工智慧驅動的見解時，誤解分析結果的風險是什麼？如何緩解這些風險？
5. 人工智慧和高級分析工具的整合將如何塑造航空業客戶服務的未來？

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關鍵詞

- 航空公司
- 客戶服務
- 人工智慧
- 大型語言模型
- 即時數據收集
- 數據分析