

CIELO FastLane Customer Service



Source: Unsplash (2022)

Background

Nowadays, many airlines have turned to digital channels and online chatbots to relieve the cost and pressure on their call centers. Yet, getting help from AI has often led to customer frustration in high-stress or high-complexity situations (PhocusWire, 2024). A survey by TP Business Insights Lab (2023) reveals that 77% of travelers still prefer speaking to a human customer service agent. However, problems like long wait times and limited availability of human agents have made it difficult for customers to get the help they require.

With the mission to keep "humans (and empathy) at the center of customer service," tech company Cielo developed a FastLane product that allows airline customers to get help faster from a human agent by paying a small fee or using loyalty points to skip to the front of the call line (Cielo, n.d.). The founder of the company believes that even though chatbots are the cheaper option and can be useful for operational efficiency, there is value in offering the option to speak to a human as a premium service, citing that Zoom and many online travel agents have offered priority customer service for years to their subscribers (PhocusWire, 2024).

Moreover, while call centers play a huge part in an airline's cost structure, Cielo emphasizes helping companies "turn their call center into a profit center" (Cielo, n.d.). By monetizing priority access and human customer service, FastLane helps airlines generate extra revenue or even profit from their call center service, which could then be used to fund the operation of the call center.

Challenges

Despite the innovative approach of Cielo's FastLane product, several challenges remain. One significant concern is the willingness of customers to pay for priority access to human agents, as not all travelers may find value in this premium service. Additionally, there is the potential issue of multiple customers opting for this service at the same time, leading to questions about

how to fairly manage the queue—who should be put at the front, and how to ensure that those who paid extra do not end up waiting again. This raises the broader concern about the effectiveness of the system if it results in similar delays, thereby undermining the very purpose of offering expedited support.

Discussion Questions

1. Why do many travelers still prefer speaking to a human agent despite the availability of AI chatbots?
2. How can airlines balance the cost-saving benefits of using AI chatbots with the need to provide empathetic and effective human customer service?
3. How could airlines use data from FastLane usage to improve overall customer service?
4. What alternative solutions could airlines explore to improve customer service efficiency and satisfaction without relying solely on paid priority access?

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Keywords

- Airline
- Chatbots
- Customer service
- Priority access
- Human Touch
- Customer experience

CIELO FastLane 客户服务



Source: Unsplash (2022)

背景

如今，许多航空公司已转向数字渠道和在线聊天机器人，以减轻其呼叫中心的成本和压力。然而，在高压或高复杂度情况下，向人工智能寻求帮助常常导致客户感到沮丧（PhocusWire, 2024）。TP Business Insights Lab（2023）的一项调查显示，77%的旅行者仍然更倾向于与人工客服代表交谈。然而，长时间等待以及人工客服可用性有限等问题，使得客户难以获得所需的帮助。

怀着将“人性（及同理心）置于客户服务中心”的使命，科技公司 Cielo 开发了一款 FastLane 产品，允许航空公司客户通过支付少量费用或使用忠诚度积分来跳过呼叫队列、更快地获得人工客服的帮助（Cielo, n.d.）。该公司创始人认为，尽管聊天机器人是更经济的选择且对运营效率有益，但将人工交谈作为一项高级服务提供本身具有价值，他指出 Zoom 和许多在线旅行社多年来一直为订阅者提供优先客户服务（PhocusWire, 2024）。

此外，尽管呼叫中心在航空公司的成本结构中占很大一部分，但 Cielo 强调要帮助公司“将其呼叫中心转变为利润中心”（Cielo, n.d.）。通过将优先接入和人工客户服务变现，FastLane 帮助航空公司从其呼叫中心服务中产生额外收入甚至利润，这些收益随后可用于资助呼叫中心的运营。

挑战

尽管 Cielo 的 FastLane 产品具有创新性，但仍存在一些挑战。一个重要的担忧是客户是否愿意为优先接入人工客服付费，因为并非所有旅行者都认为这项高级服务有价值。此外，还存在潜在问题：如果多个客户同时选择这项服务，如何公平管理队

列——谁应该排在前面，以及如何确保那些支付了额外费用的客户不会再次陷入等待。如果系统导致类似的延迟，这就引发了对该系统有效性的更广泛担忧，从而违背了提供快速支持的初衷。

讨论问题

1. 尽管有 AI 聊天机器人可用，为何许多旅行者仍更倾向于与人工客服代表交谈？
2. 航空公司应如何平衡使用 AI 聊天机器人节省成本的好处与提供富有同理心且有效的人工客户服务的需求？
3. 航空公司如何利用 FastLane 使用数据来改善整体客户服务？
4. 除了单纯依赖付费优先接入，航空公司还可以探索哪些替代解决方案来提高客户服务效率和满意度？

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关键词

- 航空公司
- 聊天机器人
- 客户服务
- 优先接入
- 人情味/人性化接触
- 客户体验

CIELO FastLane 客戶服務



Source: Unsplash (2022)

背景

如今，許多航空公司已轉向數位渠道和在線聊天機器人，以減輕其呼叫中心的成本和壓力。然而，在高壓或高複雜度情況下，向人工智慧尋求幫助常常導致客戶感到沮喪（PhocusWire, 2024）。TP Business Insights Lab（2023）的一項調查顯示，77%的旅行者仍然更傾向於與人工客服代表交談。然而，長時間等待以及人工客服可用性有限等問題，使得客戶難以獲得所需的幫助。

懷著將「人性（及同理心）置於客戶服務中心」的使命，科技公司 Cielo 開發了一款 FastLane 產品，允許航空公司客戶通過支付少量費用或使用忠誠度積分來跳過呼叫佇列、更快地獲得人工客服的幫助（Cielo, n.d.）。該公司創始人認為，儘管聊天機器人是更經濟的選擇且對營運效率有益，但將人工交談作為一項高級服務提供本身具有價值，他指出 Zoom 和許多在線旅行社多年來一直為訂閱者提供優先客戶服務（PhocusWire, 2024）。

此外，儘管呼叫中心在航空公司的成本結構中佔很大一部分，但 Cielo 強調要幫助公司「將其呼叫中心轉變為利潤中心」（Cielo, n.d.）。通過將優先接入和人工客戶服務變現，FastLane 幫助航空公司從其呼叫中心服務中產生額外收入甚至利潤，這些收益隨後可用於資助呼叫中心的營運。

挑戰

儘管 Cielo 的 FastLane 產品具有創新性，但仍存在一些挑戰。一個重要的擔憂是客戶是否願意為優先接入人工客服付費，因為並非所有旅行者都認為這項高級服務有價值。此外，還存在潛在問題：如果多個客戶同時選擇這項服務，如何公平管理佇

列——誰應該排在最前面，以及如何確保那些支付了額外費用的客戶不會再次陷入等待。如果系統導致類似的延遲，這就引發了對該系統有效性的更廣泛擔憂，從而違背了提供快速支援的初衷。

討論問題

1. 儘管有 AI 聊天機器人可用，為何許多旅行者仍更傾向於與人工客服代表交談？
2. 航空公司應如何平衡使用 AI 聊天機器人節省成本的好處與提供富有同理心且有效的人工客戶服務的需求？
3. 航空公司如何利用 FastLane 使用數據來改善整體客戶服務？
4. 除了單純依賴付費優先接入，航空公司還可以探索哪些替代解決方案來提高客戶服務效率和滿意度？

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- 人情味/人性化接觸
- 客戶體驗