

Case Study

Tata Communications Kaleyra Helps Aviation Giant AirAsia Offer Smooth Travel Experience to its Customers



Executive Summary

To build impeccable branding, businesses must prioritise seamless customer experiences—and the aviation industry is no exception. With steep competition in the airline industry, it is very important to differentiate from competitors. The only way to achieve this is through seamless communication with end users, making travel a bit more exciting.

According to research, nearly 40% of passengers choose an airline based on its punctuality and customer experience, with pricing surprisingly ranking second. In an industry where user experience is paramount, bridging communication gaps with cutting-edge technology is crucial. Cloud telephony emerges as a key enabler, empowering businesses to deliver top-notch communication services that enhance customer satisfaction and build lasting relationships. By leveraging cloud telephony for timely updates via messaging or voice services, airlines can showcase their strengths, exceed industry expectations, and create seamless travel experiences—strengthening their brand and fostering customer loyalty.

AirAsia at a Glance

AirAsia is one of the leading low-cost airlines operating extensively both domestically and internationally. As one of the largest airlines in Asia in terms of passengers carried, AirAsia serves an extensive network of 85+ destinations. On average, commercial airlines transport more than 3.8 billion passengers annually, with AirAsia carrying an impressive 10.65 million passengers. Starting with just two aircraft, AirAsia has expanded its fleet to 123 planes.

AirAsia was named the World's Best low-cost Airline in the annual World Airline Survey by Skytrax for four consecutive years, from 2009 to 2012. The airline has established operations in Malaysia, Indonesia, Thailand, the Philippines, and Japan. Complementing this is AirAsia X, its low-cost, long-haul affiliate carrier, which flies to destinations in China, Australia, Taiwan, Nepal, Korea, and Japan.

AirAsia's mission is to minimise costs, making air travel accessible to everyone while upholding the highest quality standards and leveraging technology to drive efficiency and enhance service levels. With a strong focus on innovation, AirAsia has consistently embraced technology at every step.

In line with this vision, AirAsia turned to cloud telephony solutions to bridge communication gaps between customers and airline personnel effectively.

Scroll down to discover how **Tata Communications Kaleyra** empowers AirAsia to connect with customers through simple, innovative, and state-of-the-art cloud telephony solutions.

Challenges Faced by Leading Airline Provider

As a low-cost airline, AirAsia focused on offering the lowest fares, making air travel accessible to the masses, while maintaining a strong commitment to customer service. With a highly trained and motivated staff, AirAsia initially gained a first-mover advantage. However, as passenger numbers grew, the airline began experiencing challenges in delivering real-time communication, such as updates on delays or other travel-related information. The lack of infrastructure for real-time communication significantly hindered its goal of achieving high customer satisfaction.

When AirAsia launched its services in India in 2013, it sought to address these communication challenges with a technologically advanced solution. The platform needed to handle the increasing number of passengers, offer reliability and security, and remain cost-effective. Tata Communications Kaleyra, then known as Solutions Infini, met these criteria, providing innovative cloud messaging and voice solutions to bridge communication gaps and enhance the passenger experience.

As one of the fastest-growing startups at the time, Tata Communications Kaleyra recognised the challenges faced by the low-cost airline and provided innovative messaging and voice solutions to address them.



Solutions that Helped AirAsia Grow to the Next Level

Tata Communications Kaleyra's cloud communication solutions empower businesses of all sizes worldwide with real-time messaging and voice capabilities. Its user-friendly platform, combined with an advanced dashboard, simplifies operations and helps businesses achieve **100%** customer satisfaction. With strong network operator connections across **190+** countries and a zero-hop connection, Tata Communications Kaleyra ensures the timely delivery of messages, making it one of the most reliable cloud telephony providers in the market.

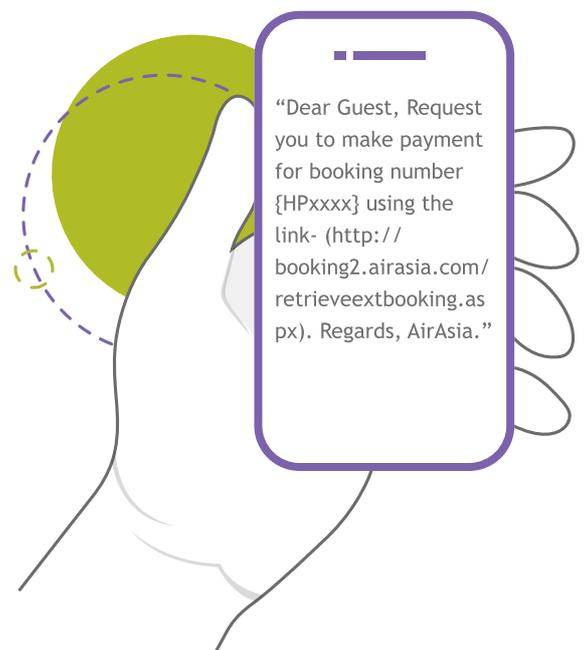
For AirAsia, Tata Communications Kaleyra provided Alerts and Promotional Messaging solutions to enhance customer satisfaction by keeping passengers informed about airline services at every step. Collectively known as Notifications, these solutions offered a comprehensive messaging platform tailored to meet diverse business needs.



Tata Communications Kaleyra's Alerts Platform

Tata Communications Kaleyra's Alerts platform enabled AirAsia to communicate critical updates, such as payment reminders, booking details, flight schedules, delays, and schedule changes, using a unique Sender ID. With its robust delivery channel, AirAsia could seamlessly communicate with passengers through Tata Communications Kaleyra's platform, anytime and anywhere, without worrying about geographical barriers or DND filters.

Leveraging Tata Communications Kaleyra's extensive global network of **800+ operator** connections, AirAsia ensured the timely and reliable delivery of messages, keeping passengers informed about every change in a smooth and efficient manner.



Tata Communications Kaleyra's Promotional Platform

Tata Communications Kaleyra's Promotional messaging services empowered AirAsia to reach a wider audience through text-based marketing solutions. The airline could share updates on offers, services, meal discounts, and web check-ins, ensuring effective communication during the 9 AM to 9 PM window when customers were most active.

With advanced analytics and real-time reporting, AirAsia tracked campaign performance and gained actionable insights. This enabled the airline to measure campaign success rates and refine strategies for future marketing efforts, ultimately enhancing customer engagement and satisfaction.

"Do it the AirAsia way! Skip the crowd, print your boarding card and walk straight to the Security Check! Web Check-in at <https://checkin.airasia.com> or use our mobile app <http://goo.gl/3dwb9i>. Feel free to use our baggage drop counters up until 45 minutes prior to departure. Please view the link below for important safety and security info regarding the carriage of goods <https://goo.gl/YFope3> Have a pleasant flight with us."

"Dear Guest - Pre-book your Santan combo meals NOW at only Rs. 220 and save up to 30%! Visit our website (<https://goo.gl/H2Hpzq>) or download our mobile app (<http://goo.gl/3dwb9i>) or contact our Call Centre at 080-46662222 / 080-67662222 - Call to this number-AirAsia"

Tata Communications Kaleyra's Voice Platform

While Tata Communications Kaleyra's messaging solutions helped AirAsia achieve customer satisfaction, its voice platform took the airline's customer service to new heights. Through voice services like Interactive Voice Response (IVR) and Outbound Dialing (OBD), AirAsia empowered customers to reach them at any time and receive prompt assistance.

Tata Communications Kaleyra's IVR Studio

Tata Communications Kaleyra's IVR studio enabled AirAsia to engage customers with high-quality voice calls and provide a personalised experience. The IVR platform allows businesses to design and customise call flows according to their needs.

Optimised call routing reduced wait times, ensuring that customers were connected to the right agent. The drag-and-drop functionality of the IVR Studio helped automate manual processes, improving call centre efficiency and enhancing agent productivity, leading to superior customer experiences.

Additionally, multi-language support addressed language barriers, and intelligent analytics provided real-time insights into agent and team performance. Advanced graphical analytics, call recordings, and performance tracking helped AirAsia fine-tune customer support efforts for continuous improvement.

Tata Communications Kaleyra's IVR also supported secure access for agents, enabling role-based permissions and ensuring that managers could monitor performance and efficiently distribute calls across agents.



Tata Communications Kaleyra's Outbound Dialing

AirAsia leveraged Tata Communications Kaleyra's Outbound Dialing to send travel reminders, gather feedback on customer support, and conduct surveys on travel experiences. By using Outbound Dialing, AirAsia was able to receive real-time customer feedback, helping to enhance its services and provide a world-class travel experience.

The automation of outbound calls reduced manual work, boosted team efficiency, and helped improve customer support, contributing to AirAsia's reputation as a premium airline with a loyal customer base.

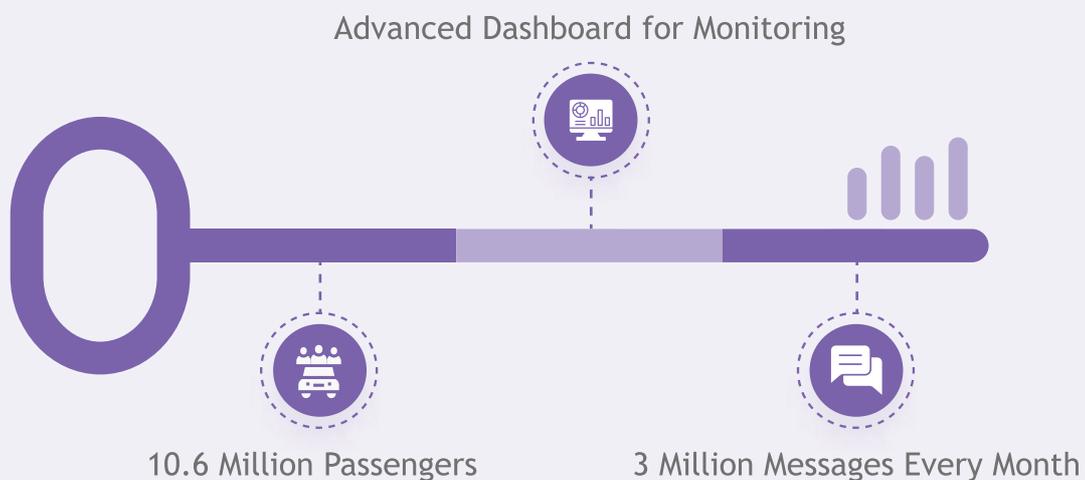
Outcome of Solutions Provided by Tata Communications Kaleyra

By adopting Tata Communications Kaleyra's cloud telephony platform, AirAsia was able to reach passengers in real-time and keep them informed of any changes to their travel plans. This helped solidify its position as the preferred airline for over 10.6 Million passengers.

The advanced messaging platform dashboard allowed AirAsia to monitor performance, see the number of messages sent and delivered, check credits available, apply various filters, track messages, and customise communication with ease. With Tata Communications Kaleyra's scalable platform, AirAsia sent an average of 3 Million messages per month, comfortably handling its growing customer base.

Tata Communications Kaleyra's IVR system efficiently managed millions of calls, improving first-call resolution and response times. The easy setup, cost-effectiveness, and smart features such as sticky agents and routing optimised call centre operations, ensuring that AirAsia's passengers always received timely assistance.

Key Metrics



Happy Customer Testimonials

“Tata Communications Kaleyra has been one of the best tools we have used till now. They provide great, efficient service, and their team is always approachable.”

Dinesh, Lead - Customer Experience, AirAsia

Taking it a Step Further

Impressed with the quality of service and innovative products provided by Tata Communications Kaleyra in India, AirAsia extended its partnership to handle global messaging requirements with Tata Communications Kaleyra's Global Messaging Platform.

The reliable 24/7 customer support and the growing capabilities of Tata Communications Kaleyra's cloud platform were precisely what AirAsia needed to ensure seamless communication with customers around the world.

“Dear Guest, your AirAsia PNR is xxxxxxxx for flight I5 xx DEL-xxx25 Aug 09:55. Manage booking and check-in via <https://www.airasia.com> or our app.”

Key Takeaways

A cloud-based global communication platform simplifies and enhances business communication, which is exactly what Tata Communications Kaleyra strives to deliver. Whether through integrating third-party applications or utilising the provider's platform, its cloud telephony messaging and voice solutions give businesses a competitive edge in achieving customer satisfaction.

Cloud telephony enables business automation, allowing businesses to focus on product innovation while leaving communication management to the cloud platform, ultimately leading to higher profits and greater customer satisfaction.

Why wait for communication challenges to affect your brand and customer satisfaction?

Experience Tata Communications Kaleyra's innovative cloud-based business communication platform today and propel your business forward in achieving seamless, 100% customer satisfaction.

This information is based on research conducted within Tata Communications Kaleyra.

For more information, visit us at www.tatacommunications.com

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