

Customer Engagement Statistics: H1 2021

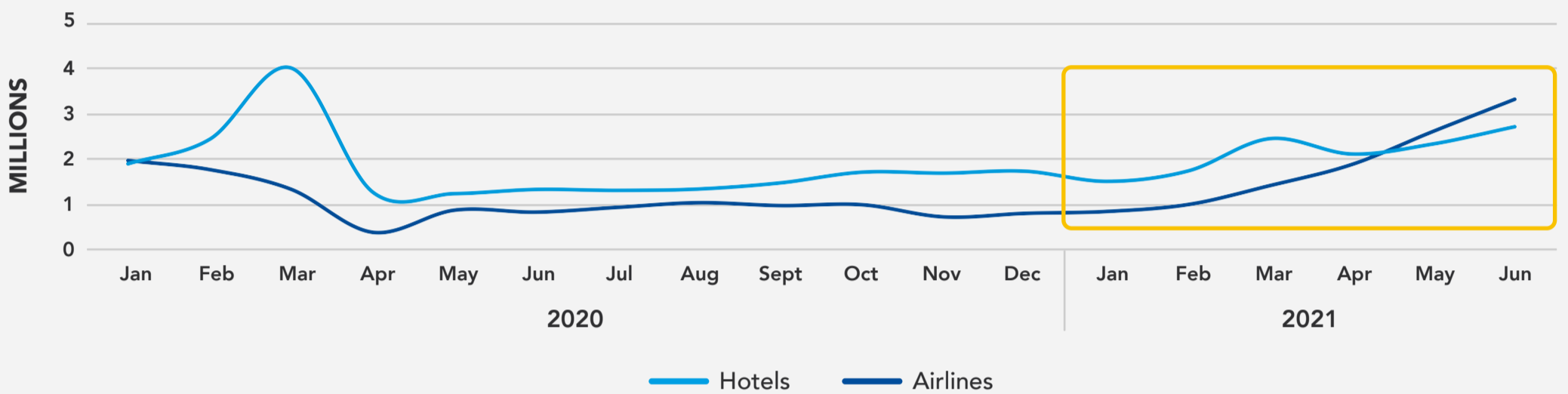
[24]7.ai™ Hotel and Airline clients report greater success across both digital and voice channels, even as their customer services traffic swells beyond 2019 pre-pandemic levels.

Perhaps the most-notable finding: You'll cut costs 38 percent by deflecting voice contacts to the digital channel.

To learn more, visit our [Travel & Hospitality industry web page](#).

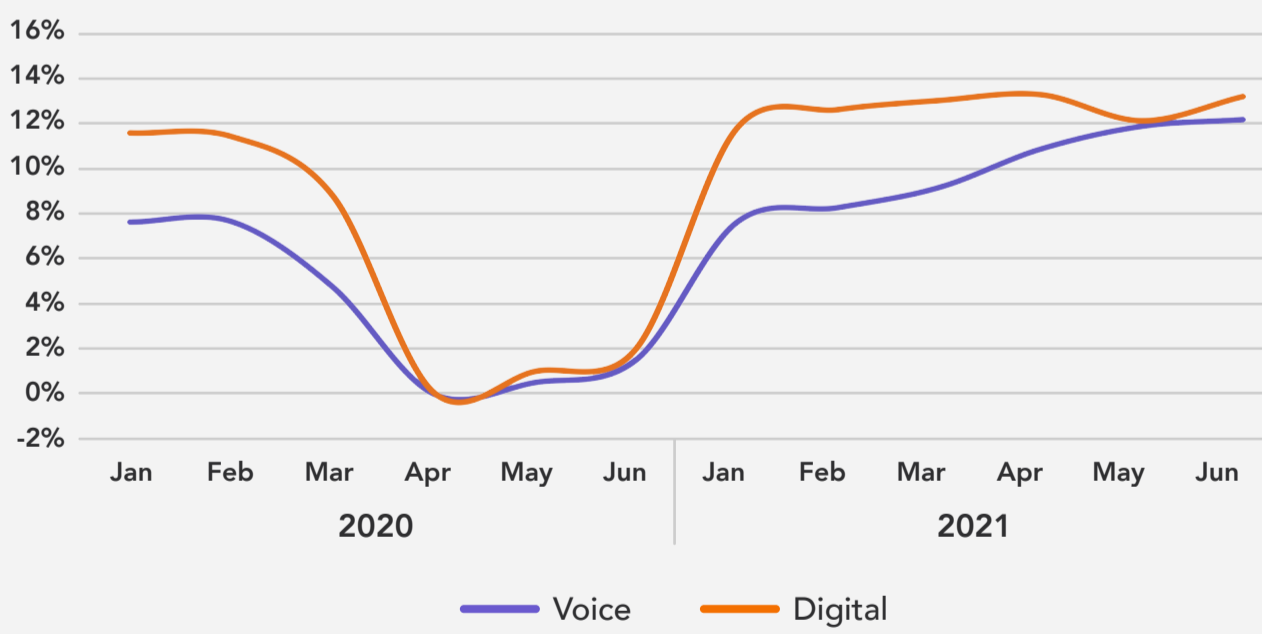
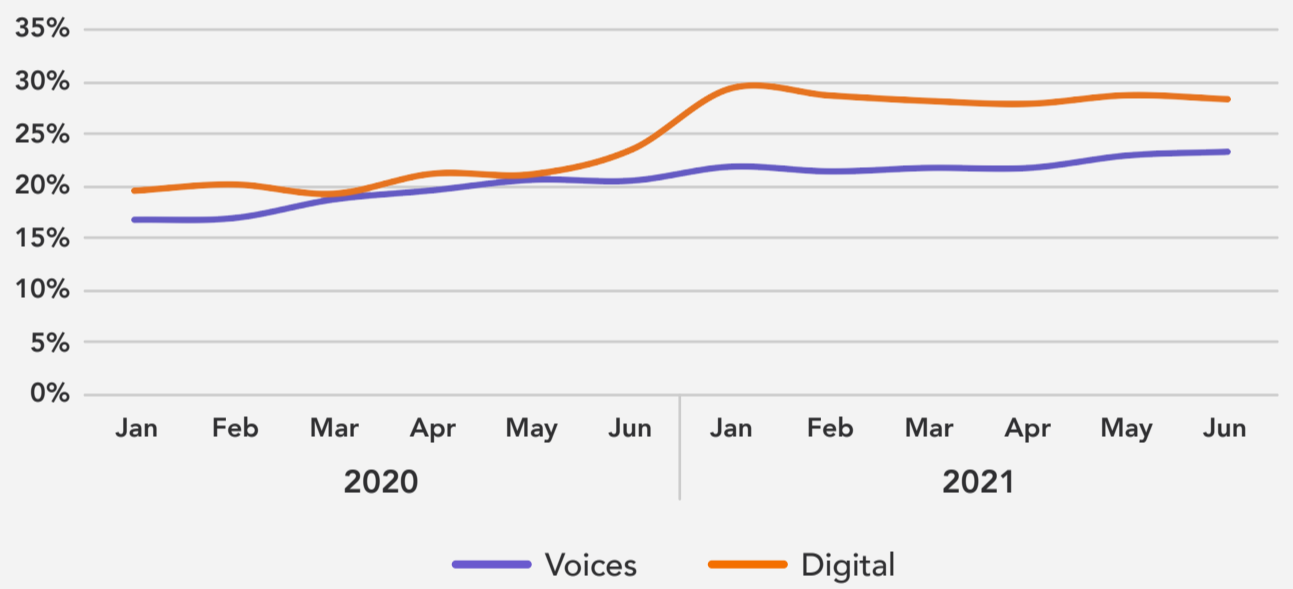
Contact Volume: Full Recovery—And Then Some

First-half 2021 traffic was up 4.4X year over year (YoY)—and up 120% over 2019.



Containment Rate: Strong and Improving

YoY containment rate improved for voice (17%) and digital (36%) channels—though digital containment rate is 7% better overall.



Assisted Conversion Rate: Back Where It Belongs

Assisted conversion rates returned to their pre-pandemic levels; digital consistently outperforms voice.

Intent Distribution: 38% Cost Savings for Deflection

Save 38% in costs by deflecting voice to digital. Most contacts (88%) are driven by just eight intents, six of which can be 100 percent automated.

