



SUCCESS STORY

SUMMARY

TRAVEL & HOSPITALITY | LATIN AMERICA | [24]7 VIRTUAL AGENT

Copa Airlines is a leader in Latin American aviation whose goal is to continue to grow profitably by providing superior customer service while maintaining competitive prices. Copa's "Ask Ana" virtual agent has dramatically improved the customer experience while lowering Copa's operating costs.

Percentage of customer queries handled by the VA

50%

Decrease in call and chat volumes

40%

Customer service interactions handled by the virtual agent

50%

Answer accuracy rate

94%

CHALLENGE

Travellers that need fast, accurate answers are HIGHLY intolerant of airline websites that offer traditional 'Help' tools like site search or FAQs. Copa Airlines understood that in order to stay competitive, they needed a better way to provide customers with instant, accurate answers to urgent questions on their website.

SOLUTION

Copa Airlines deployed the [24]7 Virtual Agent to greet visitors on www.CopaAir.com. The experience features a friendly digital persona, named 'Ana' who invites customers to ask questions using everyday natural language in English, Portuguese, or Spanish.

Users get a single, accurate, approved answer to their questions along with a short list of helpful, related questions. Users also have the ability to view a dynamic list of the top ten questions asked based on previous question patterns.

RESULTS

Before the [24]7 Virtual Agent was deployed on Copa's website, only 10% of the customer queries were handled online via Search and FAQs leaving 90% of the queries being handled by live agents (phone and chat). Two years after the "Ask Ana" virtual agent was deployed on Copa's website, the percentage of customer questions asked online skyrocketed to 50%.

Since the [24]7 Virtual Agent went live, Copa's call and chat volume has decreased by 40%. By resolving more low-complexity questions online, Copa's contact center agents are free to handle queries that require live support. The net result is that Copa's customers are happier, and Copa's bottom line is healthier.



Most airlines do not enjoy hefty profit margins but Copa Airlines stands apart. Its operating margin is about 20%. I don't know of another airline with margins that high."

— Jim Parker, Analyst, Raymond James

Let [24]7.ai help your organization achieve extraordinary results. Contact us today.

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