



# IBS Software Mailbot

AI-powered Automation Suite for Inbound Emails

## Background

With about four billion email accounts existing today and still growing, email is still a widely used means of communication. Airline contact centers deal with hundreds of emails every day. Email conversations account for a sizeable chunk of B2B and B2C communications in domains such as Cargo, Loyalty, and Reservation. It is also the preferred mode of communication for all those needs where dedicated solutions are not present and, in many cases, even if dedicated portals and mobile applications are available. The contact center is not just a place for handling complaints but is a touchpoint of high importance for the customer and the airline. It is probably the only place where customers interact with airlines when they are not flying. Customers usually have clear preferences in picking the channel for communication. Therefore it is essential to ensure that every customer interaction ends satisfactorily irrespective of the communication channel. This necessitates airlines to maintain large email support teams to manage the channel.

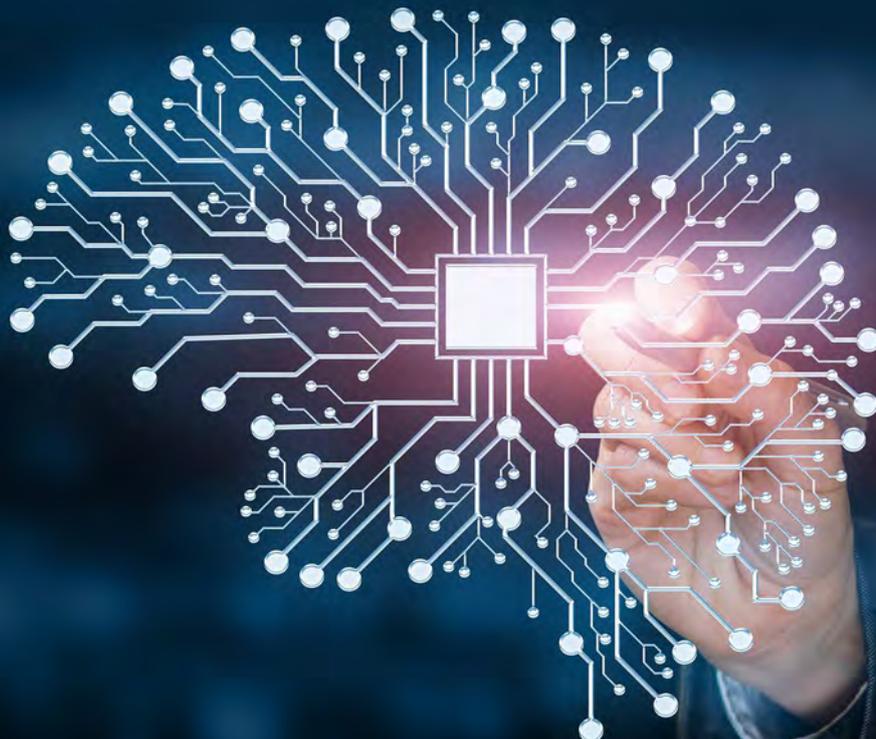
## Challenges

Emails provide customers with a very flexible channel to communicate their needs or woes. But it is a challenging task for the airline to keep up with the responses. The main reason for this is the difficulty in automating email processing. Airlines could effectively handle an increase in email traffic only by expanding the size of the support team. Contact center OPEX takes a direct hit through this linear increase in cost. During irregular operations, the situation worsens as airline inboxes get flooded with email. The support team would be big enough to handle only the usual traffic. Airlines thus perceive email as a troublesome channel to

scale and deliberately discourage customers by luring them away from it by providing dedicated arrangements like portals and chatbots. But email has the advantage of being closer to the customer. It is an open channel that always exists, unlike a chatbot or a portal that requires the customer to come to it. Email inbox is a place customers go to everyday. It is a personal experience for customers to communicate through email where their other conversations also take place. It is also a rich medium to keep the connection alive between the customer and the brand. By forcing the customer away from emails, airlines lose out on this advantage. Customers may perceive that the bridge does not go both ways and that the airline is only eager to fill their inbox with marketing emails, while their real requests are not getting proper responses. Airlines can turn this challenge on its head to their advantage by deploying advanced automation solutions.

## Turning the Challenge into an Advantage

With AI-based solutions, it is now possible to automate inbound email processing—every email that lands in an airline inbox gets responded to instantly, thereby giving a pleasant surprise to the senders—all without having to maintaining large teams. With proper tools to handle email conversations, airlines would finally be able to leverage the vibrancy and flexibility of this channel for effective communication. Properly resolved queries and duly answered requests create satisfied customers and strengthen their loyalty. Artificial intelligence makes possible solutions that can understand unstructured emails that form the bulk of business conversations. Processing naturally written emails through AI-based workflows open up an entirely novel automation that makes email a very scalable and effective channel to operate.



# IBS Software Mailbot for Inbound Email Automation

Specifically designed for the travel domain, the IBS Software Mailbot brings together our decades of domain knowledge and natural language processing (NLP) expertise. It introduces high operational efficiency for airline contact centers and allows them to automate just about any inbound email use case under various functions such as Reservation, Cargo, Loyalty, Crew, and IT Helpdesk. The product uses the latest NLP technologies to understand the email context and decode its contents. Utilizing the Content Engine module developed in-house, it can automatically respond to customer queries with relevant answers. Its flexible framework allows to create end-to-end workflows for use cases.

The highlights of the Mailbot are;

- ✔ Easy on-boarding of use cases
- ✔ Run trials on real-world datasets
- ✔ Travel-specific NLP engine to interpret airline terminologies
- ✔ Flexibility to on-board multiple use cases in the same Mailbot instance
- ✔ High automation rate and accuracy
- ✔ Multilingual support
- ✔ Intuitive real-time dashboards
- ✔ Choice of different automation levels for each use case:

#### ▶ Assistive AI

Ideal for sensitive use cases where a manual check is necessary. About 80% time savings through this mode when using Mailbot add-ons for Gmail and Outlook.

#### ▶ Automated AI

Inbound email is processed automatically without manual intervention if the mails exceed the user-defined confidence threshold.

#### ▶ Hybrid AI

Inbound email is processed through Automated AI mode when the confidence score is above the user-defined threshold. Assistive AI mode process the remaining email.

#### ▶ Auto Responder

Automatically respond to customer queries by fetching answers loaded in the integrated Content Engine. Useful for responding to process guidance, status updates, post COVID-19 travel queries, etc.

#### ▶ Router

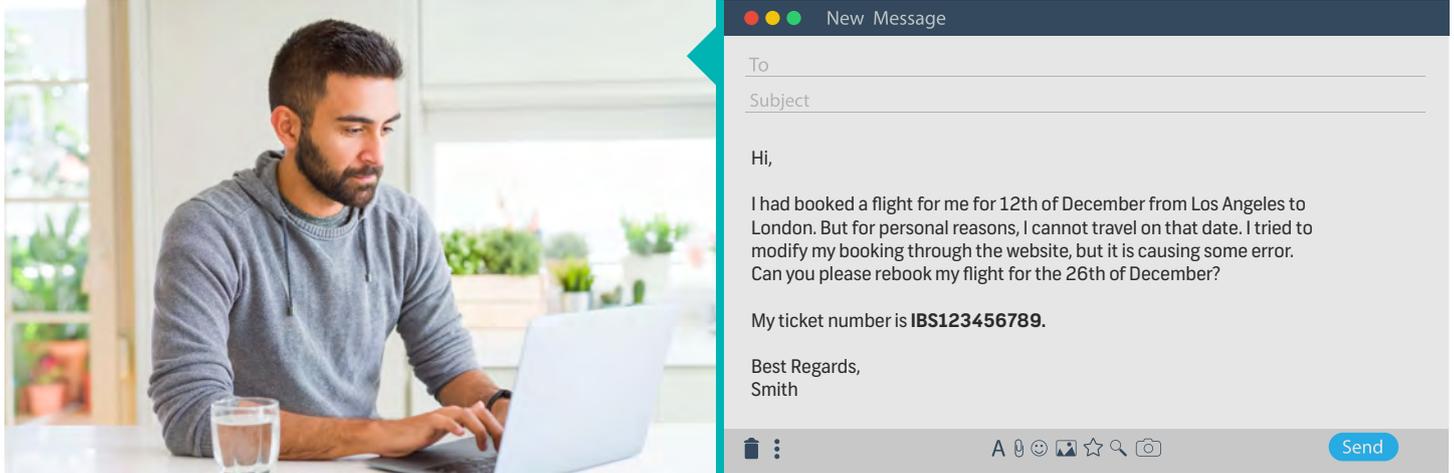
An advanced email router that segregates inbound email using AI-based classification.



# Sample Use Cases

Consider the following emails written to an airline contact center. The demonstration conveys how some of the use cases can be automated using the Mailbot. The actual use cases that can be automated using the Mailbot are not limited to these.

## Reservation

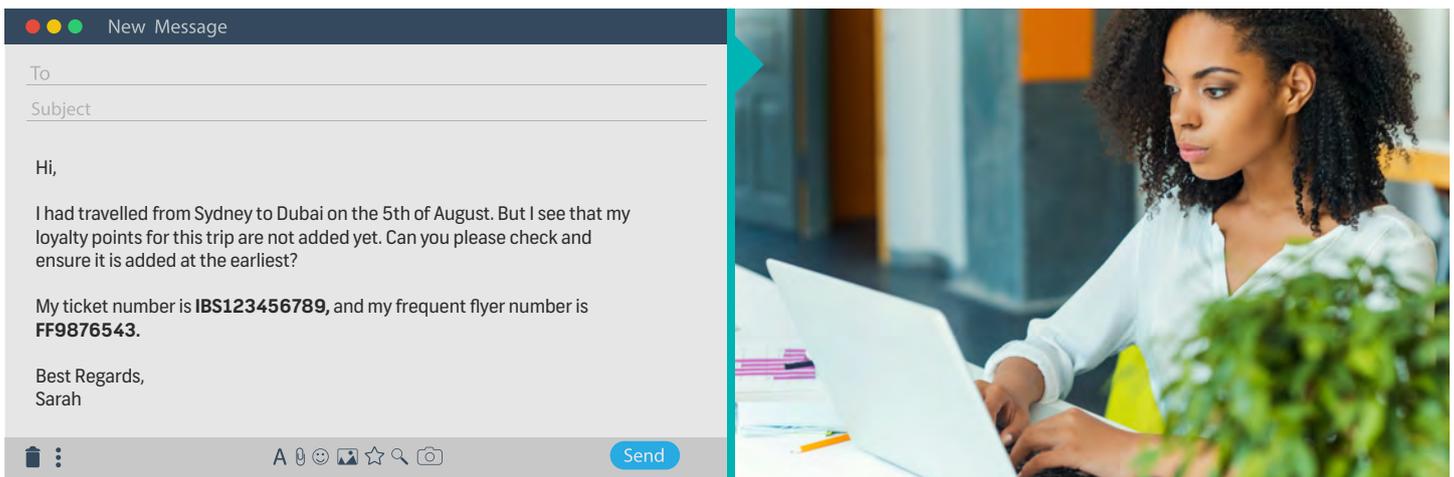


This is a 'modify booking' scenario in the reservation domain. To onboard the use case, train the Mailbot with sample emails similar to this and configure the processing flow using its intuitive flow design interface. Once the use case is on-boarded, Mailbot can classify this as a 'modify booking' request, pick up details like the ticket number, old travel date, new travel date, etc. from the email, automatically write back requesting for missing details, if any, connect with the reservation system, modify the booking, and confirm back to the customer.

### Advantages

Viable fallback channel from portals, automated rebooking, instant response, smaller support team, and customer satisfaction

## Loyalty

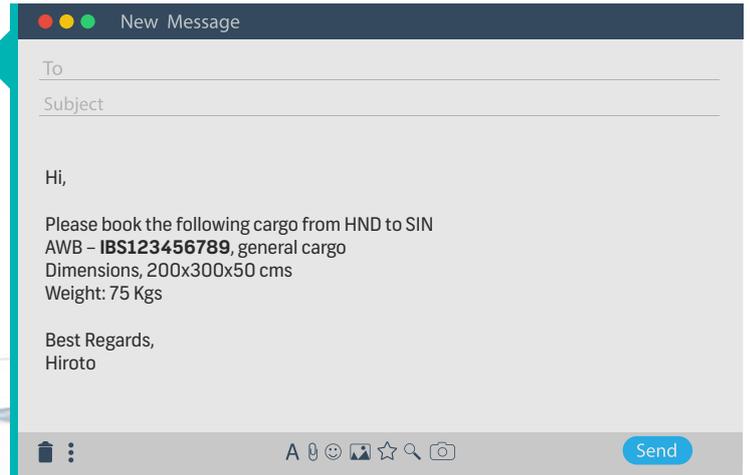


This is a 'points addition' use case in the loyalty domain. Loyalty is one of the domains where email-based requests are frequent. To onboard the use case, train the Mailbot with sample emails and configure the processing flow using its intuitive flow design interface. Once the use case is onboarded, Mailbot will classify this as a 'points addition' request, pick up the ticket number, frequent flyer number, etc., automatically write back requesting for missing details, if any, connect with the loyalty system, trigger the request, and confirm back to the customer.

### Advantages

Automated points addition, improved data security, and automated status updates

## Cargo



This is a 'new booking' use case in the cargo domain. Cargo booking involves a lot of complex data to be decoded. IBS Software Mailbot can handle such demanding use cases. To onboard the use case, train the Mailbot with sample emails and configure the processing flow using its intuitive flow design interface. Once the use case is onboarded, Mailbot can classify the email as a 'new booking' request for cargo, pick up the required details such as weight, dimensions, source, destination, etc. from the email, automatically write back requesting for missing details, if any, connect with the cargo system, trigger the booking request, and confirm back to be the customer.

### Advantages

Automated cargo booking, round-the-clock support, auto-scale during email overloads

Mailbot is part of a broad range of innovative solutions from IBS Software for smarter digital interactions focused on creating next-level customer experiences.



## About IBS Software

IBS Software is a leading SaaS solutions provider to the travel industry globally, managing mission-critical operations for customers in the aviation, tour & cruise and hospitality industries. IBS Software's solutions for the aviation industry cover fleet & crew operations, aircraft maintenance, passenger services, loyalty programs, staff travel and air-cargo management. IBS Software also runs a real time B2B and B2C distribution platform providing hotel room inventory, rates and availability to a global network of hospitality companies and channels. For the tour and cruise industry, IBS provides a comprehensive, customer-centric, digital platform that covers onshore, online and on-board solutions. IBS Software is a Blackstone portfolio company and operates from 15 offices across the world.

Further information can be found at [www.ibsplc.com](http://www.ibsplc.com)

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