"We're helping companies realize their digital operating models, drive business transformation and respond to changing market needs with AI-powered, globally applicable, self-serve technologies like Max.AI."

– Jaideep Bajaj, Chairman, ZS

Our philosophy

The airline industry's legacy of innovation is about to take flight. Whether you're focused on personalizing experiences, answering customer inquiries, creating value or enhancing safety and compliance, success hinges on whether you can learn and grow at the speed of AI.

That's where Max.AI comes into play. It's an intelligent solution suite that's built on AWS technology and shaped by ZS's expertise in the airline industry. Use it to truly understand your customers, transform their experiences, pilot new experiments and improve global operations at scale so you can elevate your brand, reach new heights of customer service and keep your flyers loyal.

The best part? Our generative AI applications work seamlessly with your technology infrastructure and are ready to go into production within four weeks.

Table of contents

1

A global airline uses a personalization engine to elevate customer experiences

THE CLIENT

One of the world's largest airline companies committed to customer loyalty.

CHALLENGES

A leading global airline company set out to improve its customers' online shopping experiences and unlock incremental revenue through a scalable personalization program. It sought a strategic partner to help:

- **Fuel personalization** using customer data from its loyalty program.

- **Scale personalization** across one of the largest loyalty programs in the industry, serving more than 20 million active members each month.

- **Expand the program** across other marketing campaigns and benefits programs.

- **Integrate its CRM** for seamless omnichannel orchestration.

CASE STUDY: 1
Personalized customer experiences

ZS used its personalization engine to help the airline transform the impact of its loyalty program, drive revenue and improve customers' experiences.

APPROACH

Key milestones were:

- Deploying an intelligent software as a service solution to translate customer data into suggestions for next best actions and learn from experiments.

- Personalizing product journeys, recommended bundles and add-on experiences based on individuals' preferences.

- Customizing flight fare discounts to drive incremental bookings.

- Tailoring add-on or ancillary recommendations and offers.

- Driving bookings for low-traffic routes by targeting the right flyers.

IMPACT

Value

77% increase in revenue after personalized product promotions

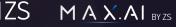**45%** increase in ancillary revenue from post-booking emails

61% increase in purchase rate for AI-recommended product sets

Speed

90% increase in conversions from personalized email promotions

95% increase in conversions for cabin upgrades after targeting high-value customers

13% of targeted customers purchased an ancillary product for the first time

Customer service enhancement

2

A major airline company improves customer sentiment by 40% using Max.AI

THE CLIENT

A North American Fortune 500 airline company committed to enhancing its customers' travel experiences.

CHALLENGES

A major airline carrier wanted to elevate the impact of its customer service team. It needed an innovative, strategic partner to help:

- **Track themes in its call center data.** By assessing a large volume of customer call transcripts, the company hoped to identify opportunities to elevate its customer experiences (CX).

- **Find meaningful ways to improve the CX.** Using the latest sentiment analysis technology, the company hoped to unlock new ways to improve airline customers' experiences and address common issues.

ZS   MAX.AI BY ZS   6

CASE STUDY: 2
Customer service enhancement

The airline leader partnered with ZS to achieve its goal of improving customer experiences.

APPROACH

Key milestones were:

- Processing and analyzing raw call transcripts to create themes in call queries, accurately estimate customer satisfaction and continuously evaluate customer experience trends.

- Evaluating customer conversations using Max.AI's ontology-based sentiment analysis, which determined topics that led to higher satisfaction scores and those that didn't.

- Connecting the dots across conversation topics to identify common themes and trends that improved customer experiences.

- Plotting metrics to help the company prioritize improvements in valuable areas.

IMPACT

Value

40%

improvement in customer sentiment across focus areas

Efficiency

20%

increase in compliance with the airline's standard operating procedures

Speed

10K

conversations with an average of nine minutes were analyzed in less than two days

Content optimization

3

A top-ranked airline drives revenue and engagement with Max.AI

THE CLIENT

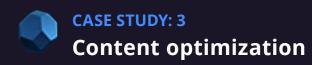A global airline company committed to innovation and growth.

CHALLENGES

A top-ranked global airline wanted to boost customer engagement and convert qualified leads through its website. Leaders sought a strategic technology partner to help:

- **Optimize its website content** by adding relevant AI-generated taglines for its upgrades and new offerings.

- **Improve customer engagement** across its booking website.

- **Grow its customer base by** driving lead conversion through engagement.

CASE STUDY: 3
Content optimization

The airline carrier partnered with ZS to prime its website for increased customer engagement and growth.

APPROACH

Key milestones were:

- Deploying Max.AI to analyze customers' value drivers.

- Launching 20+ experiments with real-time reporting to understand what customers truly value in an airline experience.

- Pinpointing which add-ons and product offerings lead to an increase in value.

- Generating new product enhancements and variants based on customers' engagement.

IMPACT

Growth

50%

increase in revenue per customer

Value

7%

increase in customer engagement

Service training improvement

4

A leading airline closes gaps in its customer service training with Max.AI

THE CLIENT

A prominent global airline company committed to safety and customer experiences.

CHALLENGES

A global airline carrier sought to improve its employee training program. They needed a technology-oriented strategic partner to help:

- **Assess its employee training program** and evaluate its curriculum holistically.

- **Improve and scale** its training program by providing a nuanced and comprehensive new training regimen for many different service roles.

CASE STUDY: 4

Service training improvement

The airline partnered with ZS to transform the value and efficacy of its training programs.

APPROACH

Key milestones were:

- Deploying Max.AI's large language models to evaluate training coverage and efficacy.

- Identifying key improvement areas where further training and collateral were needed to improve safety and customer experiences.

IMPACT

Transformation

100%

training redesign

Scale
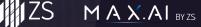
150

metrics and behaviors evaluated

Value

30+

categories targeted as improvement areas

Image tagging transformation

5

A prominent airline boosts revenue and engagement using generative AI

THE CLIENT

A global airline company committed to customer experiences (CX), value and innovation.

CHALLENGES

A major airline company wanted to add value to its website by quickly refreshing its marketing content. It sought a strategic, analytics and technology-oriented partner to help:

- **Spot trends** and identify its most engaging website content.

- **Personalize the CX** by providing recommendations for affinity-based targeting.

- **Quickly scale** the improvement process across the enterprise by establishing an automated content pipeline.

CASE STUDY: 5
Image tagging transformation

ZS helped the airline company drive new revenue and improve customer engagement.

APPROACH

Key milestones were:

- Using Max.AI's generative AI capabilities to produce a tagging system for website images.

- Pinpointing the most engaging sections of the website to increase customer engagement where it matters most.

IMPACT

Value

2x

increase in customer engagement

Speed

1000

images processed in 2 days

MAX.AI BY ZS

About ZS

ZS is a management consulting and technology firm focused on transforming global healthcare and beyond. We leverage our leading-edge analytics, plus the power of data, science and products, to help our clients make more intelligent decisions, deliver innovative solutions and improve outcomes for all. Founded in 1983, ZS is thrilled to celebrate our 40th anniversary this year with more than 13,000 employees in 35 offices worldwide. To learn more, visit https://www.zs.com.

[Explore Max.AI]   [Book a demo]

ZS | aws

About our AWS partnership

As an AWS Advanced Consulting Partner, ZS helps companies innovate and transform with the latest technology, data applications and AI. AWS' secure, scalable and cost-efficient cloud infrastructure powers the advanced analytics and cloud-native solutions that our clients use to unlock insights, enhance decision-making and increase operational agility.