humoniq

HUMONIQ / WHITE PAPER 03

Protected revenue

Why support decisions put bookings at risk, why delays and unfinished changes send revenue elsewhere, and how agentic AI can protect the trip and earn the next one.

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humoniq.ai/benefits/protected-revenue

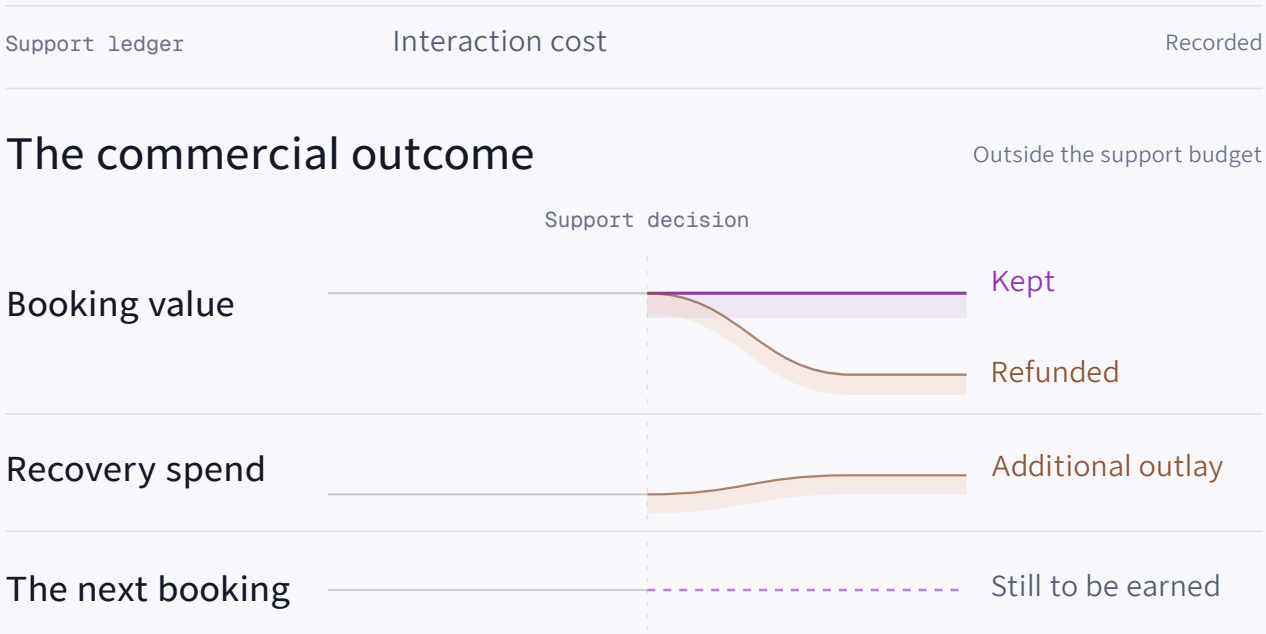
01 / THE MISSING MEASURE

Why count the cost

and ignore the revenue?

Support costs are easy to see. Lost bookings, missed extras and passengers who never return are easier to miss. A cheaper interaction is not a commercial win if it makes a customer abandon a sale or cancel a trip that could have been kept. Judge support by what it completes and protects, as well as what it costs.

The support bill is only part of the economics.



A closed ticket is not a kept booking.

Ending a conversation says nothing about whether the passenger completed the purchase, accepted a change or took their booking elsewhere. A service metric can improve while the commercial outcome gets worse.

Savings need a complete ledger.

Count the work removed and the booking value retained. Keep fare revenue, optional purchases, refunds and recovery costs distinct. Each affects the business differently; none belongs hidden behind cost per contact.

02 / THE BOOKING WORTH KEEPING

Why does a change

become a cancellation?

A request to change a flight is not a request to leave the airline. The passenger needs a different plan. When changing it is slow or confusing, a refund and a fresh search can become the easier route. Find and complete an acceptable alternative before a change turns into a lost booking.

A workable change keeps the booking intact.

Illustrative booking change

JFK — LHR
New York — London

Original departure
08:10

Passenger needs
Departure after 17:00, the same day.

Alternatives checked

Departure	Decision
13:40 Same day	Too early
18:40 Same day	Agreed and confirmed

Same booking. New departure.

Refund rights remain intact.

Solve the trip, not just the ticket.

Check the dates, airports, connections and passenger needs together. An available flight is useful only if the plan works. Finding that fit gives the passenger a reason to keep the booking.

Make the alternative real.

Explain the price and trade-offs, get the passenger's agreement and complete the change. Protecting a booking means offering a workable choice, while respecting refund rights and the passenger's decision.

03 / THE WINDOW TO ACT

Why does waiting

send revenue elsewhere?

During a disruption, the commercial damage grows while support waits. Suitable seats on your own network can disappear; a refund or another carrier may become the remaining choice. Reach passengers while options still exist, understand what matters and confirm a plan they will accept. A cancellation notice alone leaves them to find their own way.

Recovery has a window. Waiting closes it.



Reach them before they start again.

A notification hands the search back to the passenger. Proactive support should open a conversation, check alternatives and carry an agreed replacement plan through to confirmation before useful options disappear.

Keep the right options open.

Use your network when it meets the passenger's needs and your recovery obligations. Another carrier can be the right answer; waiting until it is the only answer is the avoidable loss.

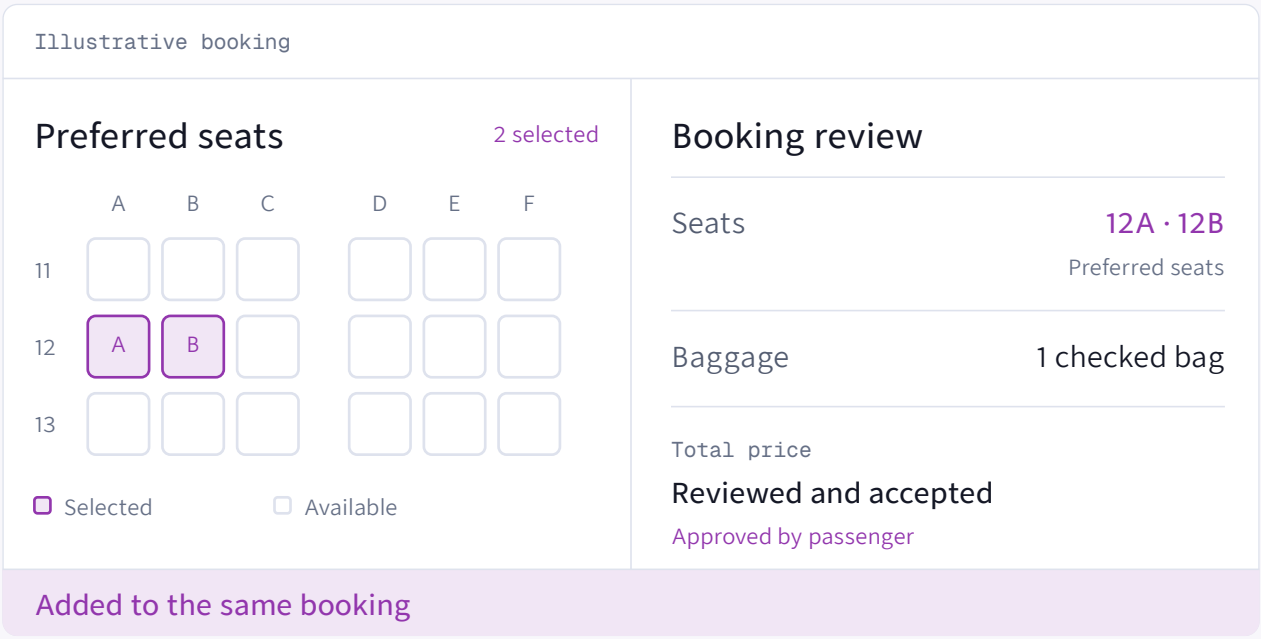
04 / THE UNFINISHED PURCHASE

Why do useful extras

go unbought?

A traveler who wants an extra bag, a preferred seat or an upgrade should be able to buy it in the same conversation. When support can explain but cannot complete the purchase, genuine demand is left unfinished. Make the relevant option clear, show the total price and let the passenger choose.

The offer should follow the need.



Offer what fits the trip.

Relevant options solve a real need. Unrelated sales prompts add friction when the passenger is trying to get something done. The conversation should reveal what is useful, rather than interrupt the task.

Complete the purchase.

Check availability, confirm the full price and add the chosen service to the booking with permission. A recommendation is not ancillary revenue until the purchase and the associated work are completed.

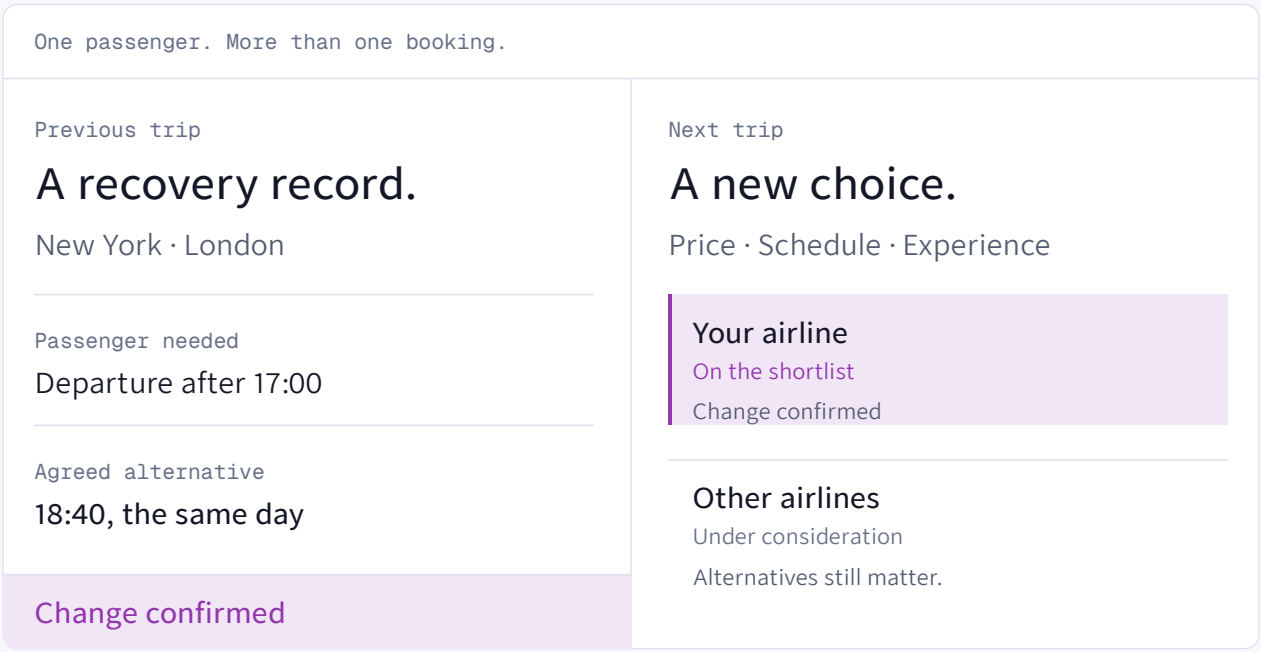
05 / THE NEXT CHOICE

Why does the next booking

start with this one?

The next booking is not secured by the loyalty number on today's ticket. A difficult change or a badly handled disruption can send a frequent flyer back to the comparison sites. Resolve the problem quickly, explain clearly and follow through. Give the passenger a reason to choose the airline again.

The recovery becomes part of the next booking.



Recovery becomes the story.

Passengers remember what happened when they needed help. A clear plan that is actually delivered builds more confidence than another promise. The final outcome matters more than a polite reply.

Earn the next choice.

Price and schedule still matter. Support should strengthen the reason to return, rather than give the passenger a reason to look elsewhere. Repeat business has to be earned, not assumed.

06 / THE HUMONIQ WAY

How Humoniq

solves this.

Two principles, end-to-end automation and world-leading CX. AI resolves most requests the moment they arrive, specialists handle the rest, and the airline pays one dollar per resolution.

The Humoniq standard.

PRINCIPLE 01

End-to-end automation.

AI carries each request from first message to confirmed resolution, inside the airline's rules and systems. Specialists step in only where judgement is needed.

PRINCIPLE 02

World-leading CX.

Not undetectable. Measurably better than human on everything a passenger notices: speed, accuracy, depth and a shorter path to the outcome.

WHAT THIS MEANS IN PRACTICE

01	Instant response	An answer in seconds, at 3 a.m. or mid-disruption.
02	No queues	Every passenger is served at once. Only escalations ever wait.
03	Parallel work	Searches, checks and bookings run side by side, not one after another.
04	Deep integrations	Real actions in the airline's own systems, within its rules.
05	Faster resolutions	The most direct path to the best outcome, with fewer repeat contacts.

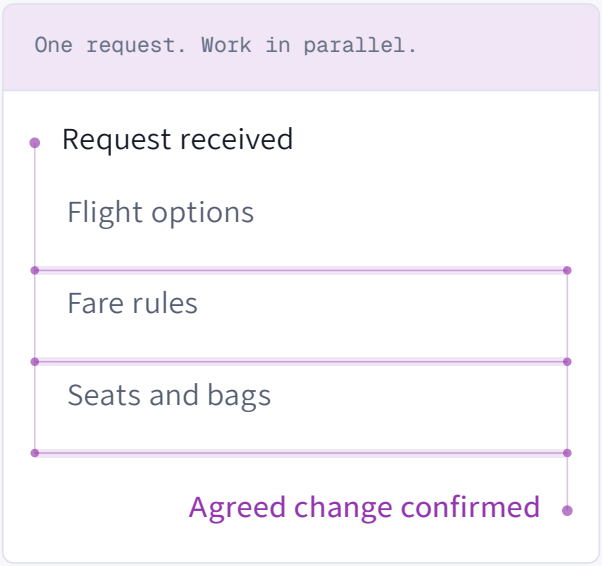
Speed earns confidence. Quality gives passengers a reason to stay.

Protect this booking. Earn the next.

01 / THE SPEED

Fast.

Less waiting. More confidence.



Work in parallel.

Humoniq responds immediately and checks flights, fares, rules and seats in parallel. The agent carries the work through to confirmation, cutting waiting and repeated handoffs.

Act before options disappear.

Proactive recovery starts while suitable options remain. Resolving quickly reduces frustration and builds the confidence that gives passengers a reason to choose your airline again.

Earn the next booking.

A resolution they can trust. A reason to return.

02 / THE QUALITY

Good.

A plan the passenger accepts.

An illustrative agreed plan

Passenger needs	Confirmed plan
Departure after 17:00	18:40, the same day
Seats together	12A + 12B reserved
Change this flight	Same booking updated

- Approved by the passenger

Understand the whole trip.

Humoniq asks what can change and what cannot, then searches your network for a plan that fits. Timings, connections and seats are considered together, so the whole journey works.

Complete the agreed plan.

Confirm the passenger's choice and complete it in connected airline systems. A workable own-network plan can avoid unnecessary refunds, other-carrier rebookings and make-good concessions, while preserving entitlements.

Keep the booking on your airline.

A workable journey. Less avoidable recovery spend.

NEXT STEPS

Keep journeys moving.

Protect the booking.

Tell us where changes and disruptions affect your bookings. We'll explore how timely support could help passengers find a workable option with your airline.

Let's talk about your airline

humoniq.ai/contact