humoniq

HUMONIQ / WHITE PAPER 01

World-leading CX

Why passengers face queues and repeat themselves, why more agents and better interfaces only go so far, and how AI can carry a request through to a confirmed result.

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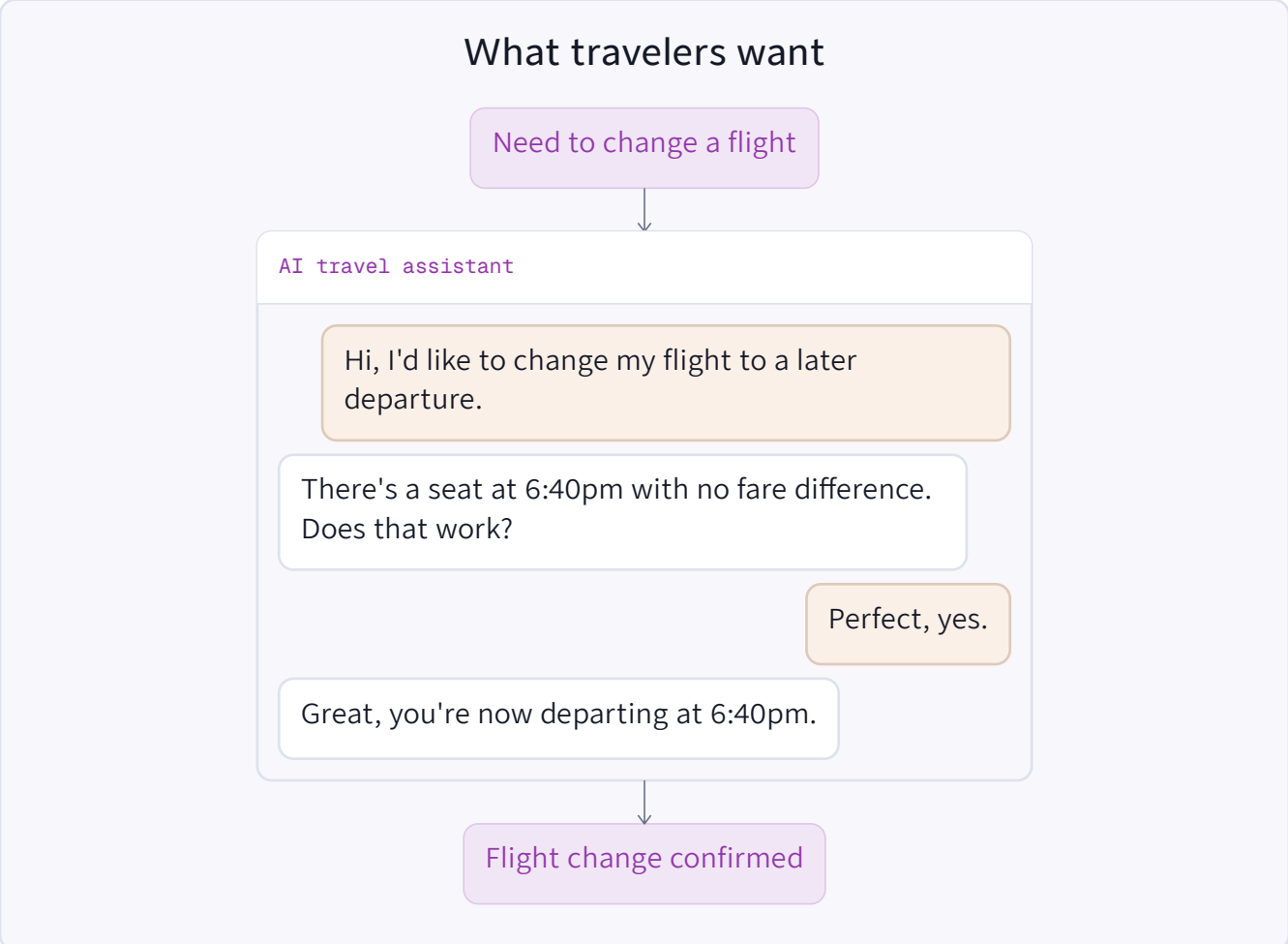
humoniq.ai/benefits/world-leading-cx

01 / THE REPUTATION

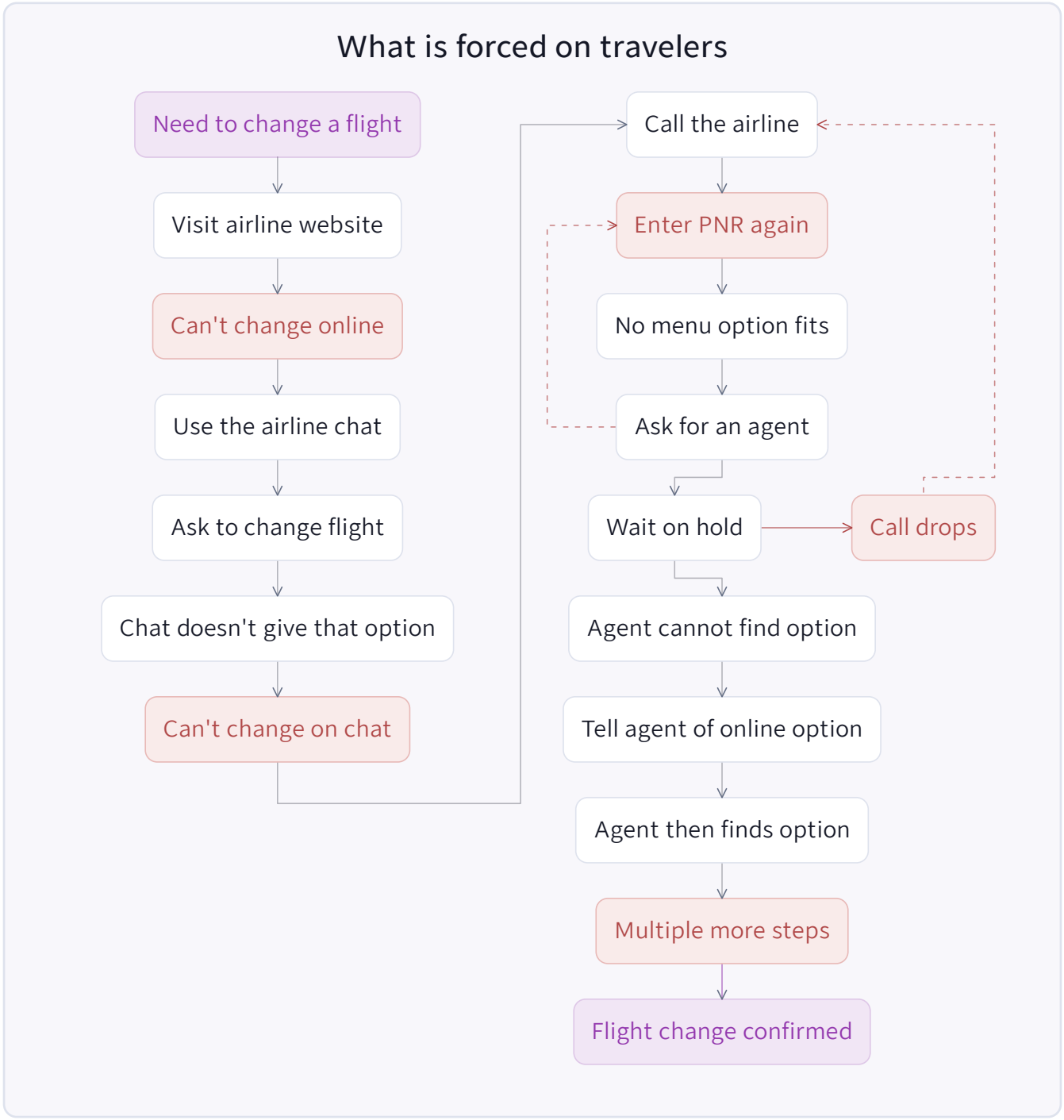
Why air travel support

has a poor reputation.

Passengers judge support by how hard it is to get a request resolved. A simple flight change can mean failed website steps, phone menus, waiting and repeated explanations. Each step adds effort without completing the change. Even when the change is eventually made, the passenger remembers how hard it was.



vs.


What is forced on travelers
Need to change a flight
Visit airline website
Can't change online
Use the airline chat
Ask to change flight
Chat doesn't give that option
Can't change on chat
Call the airline
Enter PNR again
No menu option fits
Ask for an agent
Wait on hold
Call drops
Agent cannot find option
Tell agent of online option
Agent then finds option
Multiple more steps
Flight change confirmed

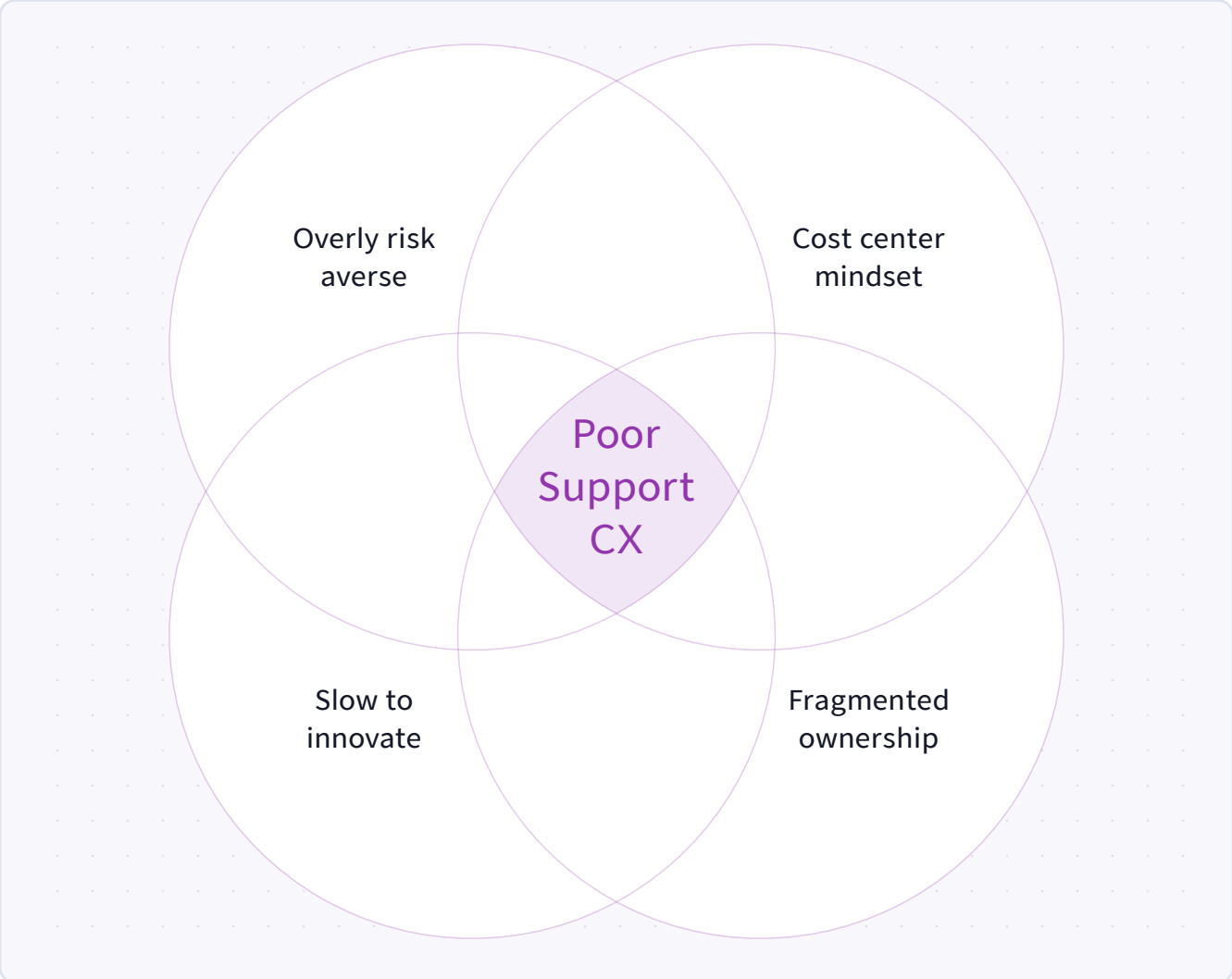
02 / THE CX PROBLEM

Why air travel support

is not improving.

Other priorities are put ahead of support. Investment goes into the flight, booking changes are restricted to avoid mistakes and spending on agents is limited. Each decision has a reason, but together they leave passengers with websites that do too little and long queues for the requests those websites cannot handle.

Conflicting interests and ideas.



Overly risk averse 01

Support is not flying.

Routine support decisions are treated as if an aircraft's safety were at stake. That extreme caution blocks better technology and keeps passengers trapped in failing processes.

Cost center mindset 02

Support protects revenue.

Support is treated as a cost to cut, while the revenue it protects is overlooked. Poor service drives passengers away; resolving their problems gives them a reason to book again.

Slow to innovate 03

Ambitious leaders innovate.

New technology is adopted only after competitors make the first move. By then, those competitors are setting the standard for support and winning market share.

Fragmented ownership 04

Change needs a senior owner.

Bottom-up change alone is not enough at this scale. Innovation needs a senior executive with the ambition and authority to build a leading airline.

03 / THE RESOLUTION

Why great CX

is actually quite simple.

Customers want the right outcome without unnecessary waiting. Speed means reaching a resolution sooner. Quality means the request is resolved correctly and completely.

All customers want: fast + good.



01 / SPEED

Give customers their time back.

Waiting adds effort and uncertainty. A faster resolution lets people get on with their journey.

02 / QUALITY

Solve the problem completely.

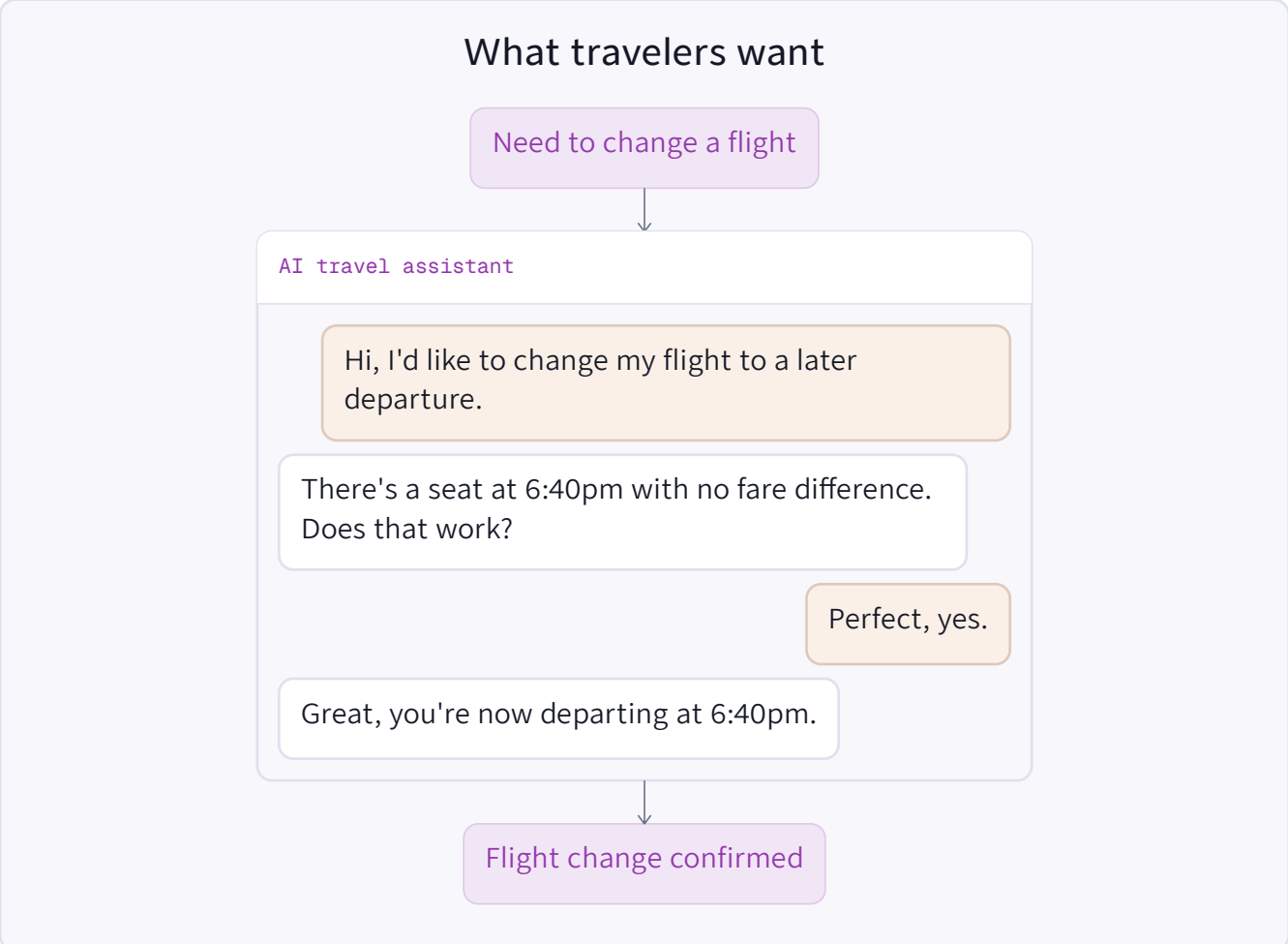
A quick reply is not enough. Customers need the right outcome, with nothing left to chase or fix.

04 / SELF-SERVICE INTERFACES

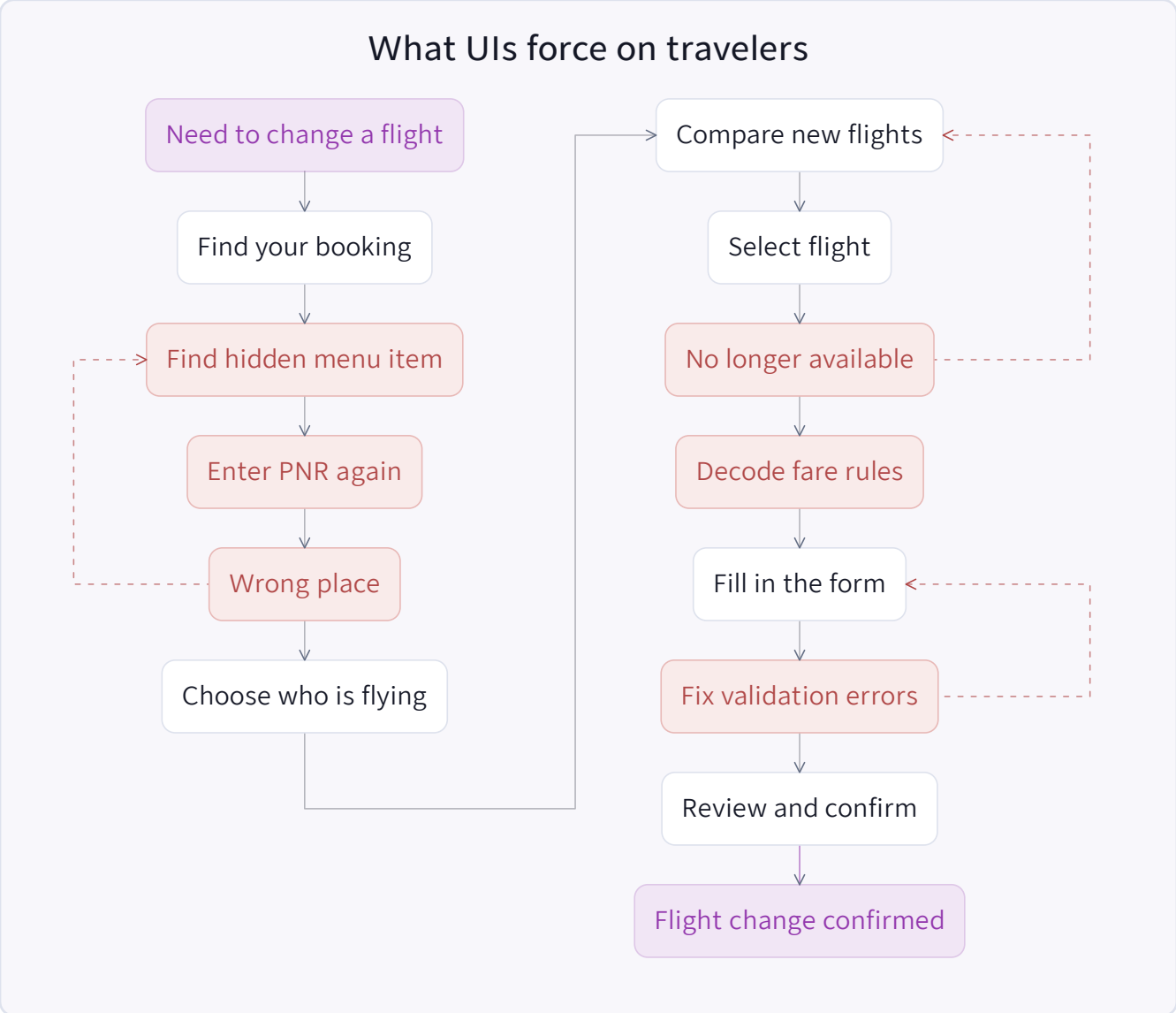
Why self-service UIs

still ask too much.

ChatGPT, Claude, Grok and Gemini have shown how capable conversational AI has become. A working self-service UI is far better than being forced to call, navigate phone menus and wait on hold. But learning each airline's menus, completing forms and correcting validation errors puts unnecessary work on the traveler.



vs.



[Watch a request resolved end to end]

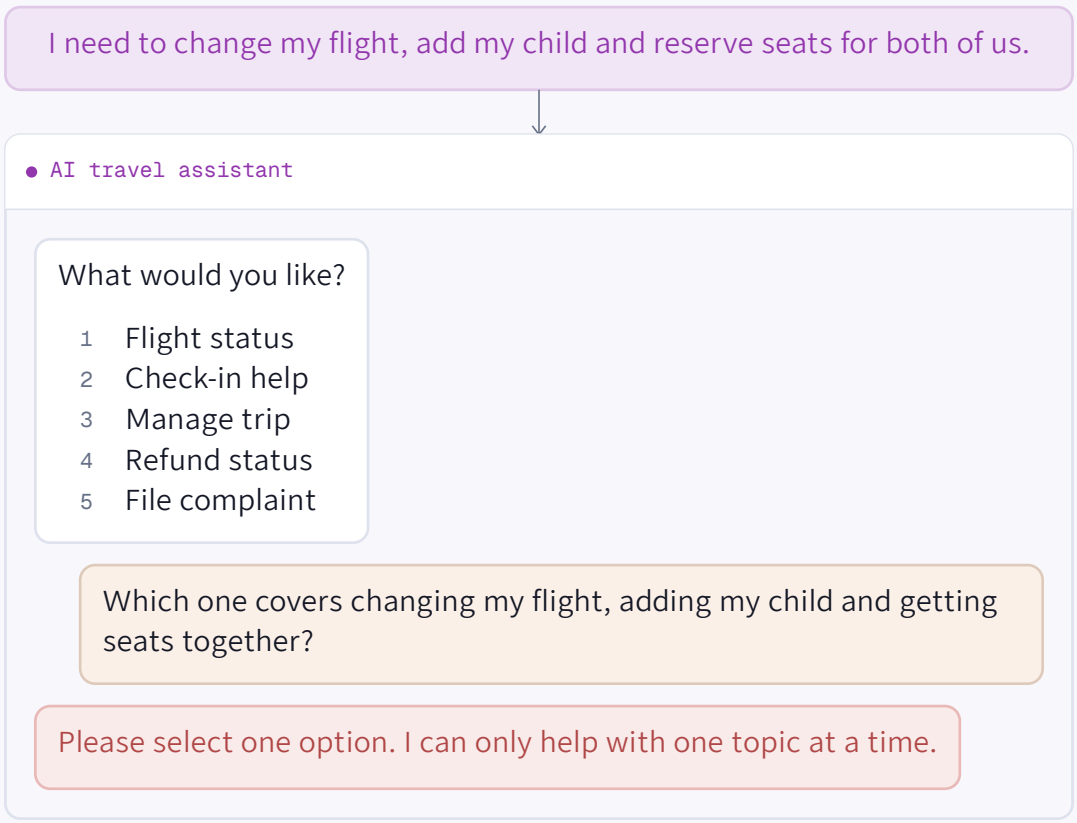
05 / THE AI APPROACH

Why the latest AI agents

still get it wrong?

New technology is usually introduced one use case at a time: start small, test it, then repeat. But turning each use case into a separate workflow destroys much of the value of agentic AI. It constrains the model's intelligence and makes customers fit the implementation, rather than resolving what they actually need.

Force the customer into an AI workflow.



Constraining the AI model

A fixed menu barely needs AI. Choosing a workflow before understanding the customer limits the model to routing requests. A request that crosses those boundaries still comes back unresolved.

vs.

Work with the customer.

I need to change my flight, add my child and reserve seats for both of us.

AI travel assistant

How old is your child, and which flight would you like to move to?

She's six. The later flight tomorrow, with seats together.

Got it: tomorrow's later flight, your six-year-old added, and two seats together. Is that right?

Exactly.

Leveraging the AI model

Use the model's intelligence to listen, clarify and reason across the whole situation, as a capable human would. Then coordinate the work the customer actually needs, carrying one request through to a complete resolution.

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.

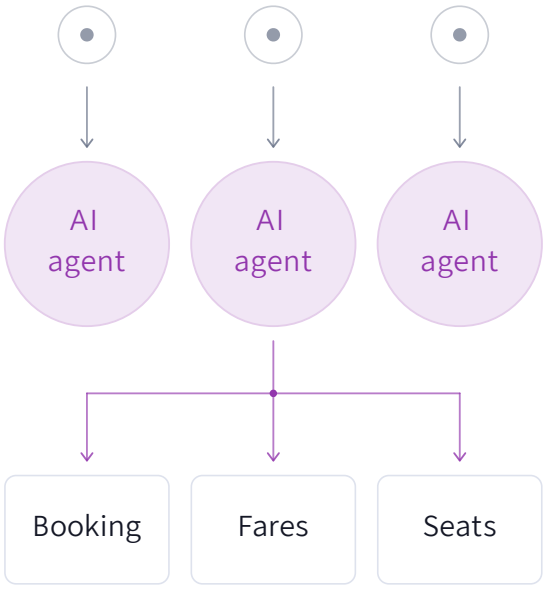
How this delivers world-leading CX.

Fast and good, by design.

01 / THE SPEED

Fast.

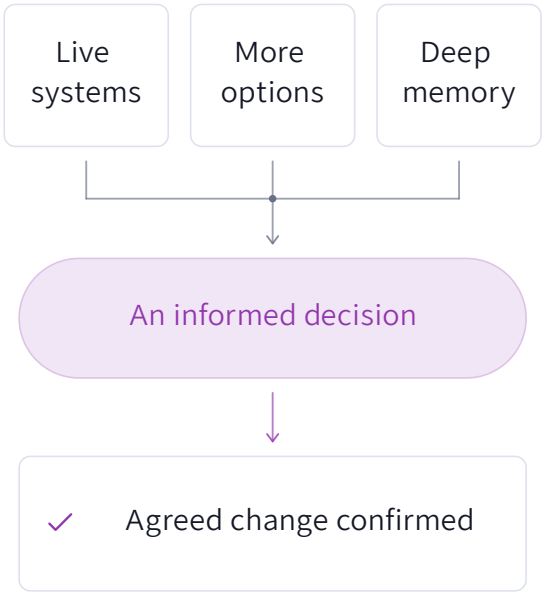
Everyone, immediately.



02 / THE DEPTH

Good.

The whole request, resolved.



WHAT MAKES BOTH POSSIBLE

Scale on demand

AI agents scale with demand. Every passenger gets immediate help, even when requests surge.

Work in parallel

Search flights, compare fares and check rules at once. Explore more options in less time.

Deep integrations

Connect to every system a human agent can access. Deliver superhuman depth and quality.

NEXT STEPS

Less passenger effort.

More complete resolutions.

Tell us about the experience you want to deliver. We'll explore how connected AI could help your team resolve requests within your airline's policies and systems.

Let's talk about your airline

humoniq.ai/contact