

SMART CX

Superior Metrics drive value-based transformation

Navigating the New Age of Customer Experience

In today's hyper-competitive Travel, Tourism, and Hospitality (TTH) industry, delivering seamless customer interactions isn't just about service—it's about survival. Airlines, hotels, and travel brands face increasing pressure to optimize experiences across every touchpoint while managing costs and driving customer loyalty.

Traditional metrics often fail to capture the full picture, leaving organizations struggling to align revenue goals, customer expectations, and operational efficiency. **It's time to think SMART.**

SMART CX redefines customer experience by leveraging AI-powered insights and superior metrics to drive tangible business value. It aligns every aspect of CX—customer success, revenue growth, operational efficiency—ensuring that AI and human intelligence work in harmony to elevate brand loyalty and business performance.

The SMART CX Advantage: Four Key Pillars

1 Superior Metrics for a customer centric approach

- Align CX metrics with business objectives, ensuring customer satisfaction translates into revenue growth
- Drive consistency across every customer interaction—whether through voice, chat, or self-service channels

2 AI-Powered Optimization: Enhancing Human Capabilities

- Integrate AI into existing workflows, reducing tech debt and maximizing operational efficiency
- Empower agents with real-time insights and automated guidance, enabling faster, more accurate resolutions

3 Revolutionizing Agent Performance

- Redefine how agent work gets done, leveraging AI-assisted decision-making and automation
- Enable seamless omnichannel support with contextual assistance, improving response times and accuracy

4 Business Transformation through Partnership

- Deliver AI-human synergy that optimizes skill centers and enhances workforce productivity
- Commit to measurable value creation, ensuring long-term business growth and customer retention

Real World Impact: Elevating Metrics that Matter

Customer Satisfaction & Retention: Driving Growth Through CX Excellence

Traditional customer experience models often fail to create lasting brand loyalty. **SMART CX bridges this gap by aligning technology, human expertise, and AI-driven insights** to optimize:

- **CSAT & NPS:** Improve customer satisfaction and promoter scores through personalized, efficient support
- **AHT & FTR:** Reduce Average Handling Time and boost First-Time Resolution by equipping agents with AI-powered assistance
- **CRR & LTV:** Enhance Customer Retention Rates and Lifetime Value by delivering seamless, frictionless experiences

Optimizing Voice Interactions: Turning Cost into Competitive Advantage

Voice remains a dominant customer service channel, but it comes with high costs and complexity—especially with language barriers and environmental noise. **SMART CX transforms voice interactions by:**

- Leveraging AI-driven noise reduction & accent neutralization for greater clarity and efficiency
- Providing **AI-assisted agent support** to ensure faster, more accurate resolutions
- Reducing operational costs while increasing customer loyalty and repeat business

Revolutionizing Chat for the Digital-First Traveler

For Millennials and Gen Z, chat is the preferred engagement channel. Yet, most chat interactions today lack context, leading to miscommunication and frustration. **SMART CX changes this by:**

- **Enriching chat with AI-powered sentiment analysis**, ensuring conversations feel natural, empathetic, and personalized
- **Supporting multiple languages and conversational styles**, reducing friction and improving response accuracy
- **Enhancing agent efficiency with AI-driven response suggestions**, improving first-contact resolution

Empowering Self-Service: AI-Driven Containment for Smarter Support

Customers expect quick, hassle-free self-service solutions. However, outdated FAQ systems and fragmented chatbots often create more problems than they solve. **SMART CX enhances self-service by:**

- Deploying **AI-powered containment solutions** that integrate across **voice, chat, and digital** platforms
- Ensuring **self-service interactions are intuitive, up-to-date, and highly effective**
- Seamlessly escalating unresolved issues to human agents—with **full context and conversation history**—for rapid resolution

Learn more at www.igtsolutions.com