



Delta Air Lines successfully pilots new support technology

The Challenge

Evolving technology drives new support challenges

Serving more than 180 million customers across the globe, Delta Air Lines receives consistently high marks for customer satisfaction, and their flight attendants play a crucial role. As the entire traveler experience has become more dependent on mobile and internet-enabled technology, Delta has adapted by equipping their flight attendants with handheld devices that provide key information to allow them to better engage with customers while in flight.

These devices let flight attendants identify and greet travelers by name, address travel disruptions in real time, provide connecting flight gate information, access safety and service manuals, complete in-flight purchases and more.

With this new technology came a new opportunity for Delta: How could they further leverage these handheld devices to provide remote, in-the-moment support for their flight attendants?

To address this, Delta sought a partner who could offer CRM, video chat, and a customer-facing UI while delivering more insight into customer interactions.

The Solution

Sophisticated solutions for stronger in-flight support

Delta chose Astute ePowerCenter, Astute Bot, and Astute SOS to deliver the optimal flight attendant and agent experience. After a successful proof of concept, Delta's flight attendants began using a custom-configured Astute app to resolve issues and get answers to questions in real time. Astute's chatbot solution allows them to engage conversationally to find the answers they need, providing a more natural and convenient experience for flight attendants.

Should they need more help, flight attendants can also choose to video chat with Delta's support agents, who log the interactions in the ePowerCenter CRM. Delta also leverages ePowerCenter's robust reporting capabilities to gauge overall customer satisfaction and glean insights into how they can better support their flight attendants.



"Astute enables us to offer more comprehensive, real-time support for our flight attendants using their existing in-flight handheld devices. We've also uncovered actionable insights into how we can continue to enhance the experience."

-Erica Smith, Manager, IFS Technology Delivery

The Results

In-the-moment support and valuable insights

Since early 2018, Delta's flight attendant support agents have fielded more than 16,000 calls with more than half coming from the new Astute app. Flight attendants are able to quickly get the assistance they need, allowing them to focus on providing the exceptional level of guest service expected from Delta. And with ePowerCenter, the support team has the tools to resolve any issues or questions more quickly, delivering a high standard of service to Delta's more than 22,00 flight attendants.

In addition to providing convenient, in-the-moment support, Astute's technology has delivered unprecedented visibility into the process, enabling Delta to drive the enhancements that matter most to their flight attendants. In the future, the Delta team looks forward to adding even more functionality to improve the experience for travelers, attendants, and agents alike.

"Bots are an ever-evolving tool with numerous applications. If you want to enhance the experience across the board, you must first understand the needs of your customer, and then build a robust team to fully engage with the technology. That's how to drive true business value."

-Erica Smith, Manager, IFS Technology Delivery



About Delta

Delta Air Lines serves nearly 180 million customers each year. In 2016, Delta was named to Fortune's top 50 Most Admired Companies in addition to being named the most admired airline for the fifth time in six years. Additionally, Delta has ranked No.1 in the Business Travel News Annual Airline survey for an unprecedented six consecutive years. With an industry-leading global network, Delta and the Delta Connection carriers offer service to 323 destinations in 57 countries on six continents. Headquartered in Atlanta, Delta employs more than 80,000 employees worldwide and operates a mainline fleet of more than 800 aircraft. The airline is a founding member of the SkyTeam global alliance and participates in the industry's leading transatlantic joint venture with Air France-KLM and Alitalia as well as a joint venture with Virgin Atlantic. Including its worldwide alliance partners, Delta offers customers more than 15,000 daily flights, with key hubs and markets including Amsterdam, Atlanta, Boston, Detroit, Los Angeles, Minneapolis/St. Paul, New York-JFK and LaGuardia, London-Heathrow, Paris-Charles de Gaulle, Salt Lake City, Seattle and Tokyo-Narita. Delta has invested billions of dollars in airport facilities, global products and services, and technology to enhance the customer experience in the air and on the ground. Additional information is available on the Delta News Hub, as well as delta.com, Twitter [@DeltaNewsHub](https://twitter.com/DeltaNewsHub), [Google.com/+Delta](https://www.google.com/+Delta), and [Facebook.com/delta](https://www.facebook.com/delta).



+1 877.769.3750 | astutesolutions.com |



All product names and logos are trademarks or registered trademarks of their respective owners.