



How Copa Airlines informs 50,000+ passengers of flight changes in less than ten minutes

About Copa Airlines: Copa Airlines, a subsidiary of Copa Holdings, is a leading passenger and cargo airline in Latin America. Operating continuously for more than 70 years, it has established the Hub of the Americas in Panama City as the continent's leading hub. Copa has one of the industry's youngest and most modern fleets, serving countries across North, Central, and South America and the Caribbean. The airline consistently delivers on-time performance above 90%, among the best in the industry worldwide.



THE CHALLENGE

The pandemic brought on challenges for many industries, especially airlines. Countries were closing borders and other circumstances outside of an airline's control resulted in a high number of flight disruptions. Like most airlines, Compañía Panameña de Aviación (Copa Airlines) found themselves impacted by the new circumstances.

Prior to the pandemic, Compañía Panameña de Aviación (Copa Airlines) used email to communicate flight disruptions with its passengers. This worked well until COVID-19 drove up the number of flight disruptions from 1,000 to 50,000+ disruptions per month (4900% increase).

With countries closing borders and other circumstances outside of the airline's control creating more and more flight disruptions, Copa Airlines needed a way to quickly and efficiently advise customers on how to update their flight arrangements, without overwhelming call centers.

To complicate matters, Copa Airlines didn't have clean data to contact its customers - preferred language, phone number country code, landline vs. mobile phone number, etc. So the solution needed to be multilingual and work around data quality issues.

OUR SOLUTION

Copa Airlines reached out to their partner, AWS, explaining the challenge, and asking for help on a solution that could be implemented within 4-6 weeks.

With the holidays right around the corner, AWS knew that the solution needed to really be implemented in 2 weeks, not 4-6 weeks, and so they reached out to NLX, an AWS Conversational AI and certified AWS Travel and Hospitality Competency Partner.

AWS connected Copa Airlines with the NLX team, who began asking about the Copa Airlines customer experience during a flight disruption.

Based on answers from the Copa Airlines team, NLX created a single conversation flow that was able to offer the customer the opportunity to switch to their preferred language, and then move on to the next steps on how to reschedule their flight.

About AWS: Amazon Web Services (AWS) is the world's most comprehensive and broadly adopted cloud platform, offering over 200 fully-featured services from data centers globally. Millions of customers—including the fastest-growing startups, largest enterprises, and leading government agencies—are using AWS to lower costs, become more agile, and innovate faster.

In partnership with:





CUSTOMER EXPERIENCE

Should a customer's flight be disrupted, Copa Airlines would call the customer's phone number on file. Once the customer picks up, a Voice Assistant greets the customer by name, validates the language they would like to hear the message in, and then lets them know their flight has been disrupted.



Once the customer is informed, the Voice Assistant would then offer the customer the opportunity to reschedule their flight using their cell phone. The Voice Assistant then texts the customer a link, which they can follow onscreen steps to complete the rescheduling of their flight.

THE WIN

Copa Airlines implemented NLX's solution in two weeks! NLX's technology solution met each of the airline's requirements and dazzled them with its easy-to-use "drag and drop" platform.

"We didn't have to think about cleaning up our data before. We basically were just able to take the input of whatever we're getting from the customers, put it out on the flow, and let Connect and NLX take care of everything." - Irene Pascal, IT Manager for Commercial Solutions at Copa Airlines



Automated



Personalized
Customer
Service



Friction-free



Call Center
Support

For more, watch the full [NLX x Copa Airlines Webinar!](#)

About NLX: NLX® strives to be the leading customer self-service automation solution. Its Conversational AI SaaS products help brands transform their customer interactions into automated, personalized self-service experiences. When implemented, NLX empowers a brand's customers to resolve their own inquiries at their own pace -- with no wait time or frustration. As an AWS Advanced Technology Partner, NLX is also backed by Aquila Capital Partners, Sage Venture Partners, Flying Fish Partners, and JetBlue Technology Ventures. [Contact Us.](#)