

Revolutionizing helpline for a large transport organization

Transforming customer service with AI-powered automation



Case Study Overview

Problem

The existing helpline system was outdated and inefficient, struggling to manage high call volumes, offer multilingual support, and provide quick resolutions. Passengers faced long wait times, limited assistance in their native languages, and inconsistent service quality.



About the Client

The client is a major transport organization that manages millions of passenger interactions daily across multiple languages and regions.

Approach

- **Instance Information Access:** Passengers received instant answers for train schedules, PNR statuses, and cancellations via an easy-to-use, self-service helpline.
- **Smart Assistance for Rail Madad:** Powered by LLMs, the system captured and processed complaints instantly, ensuring fast and efficient issue resolution.
- **Multilingual Support:** Available in 13 languages, allowing passengers to communicate in their native language regardless of location.
- **Human Touch When Needed:** Passengers could easily switch to human assistance when necessary, with drastically reduced wait times.
- **Personalized Assistance:** The system learned from previous interactions to offer tailored, intuitive customer service.
- **24/7 Availability:** Cloud technology ensured the helpline was always accessible, guaranteeing that no call went unanswered.

Solution

- Transformed the traditional call center into an AI-powered, cloud-based model.
- Utilized cutting-edge technologies such as ASR (Automatic Speech Recognition), NLP/NLU (Natural Language Processing/Understanding), and Generative AI.
- Improved operational efficiency and passenger satisfaction by streamlining processes and offering personalized support.