

Zendesk for Passenger Transport

Tourist spending is projected to exceed [\\$1.4 trillion globally](#) in 2023, according to the independent market research firm Euromonitor International. Travellers who've been sticking close to home since 2020 are hungry for adventure and willing to spend. Airlines, cruise companies and rail services can seize on this momentum and gain a foothold with the next generation of travellers. Millennials and Gen Z travel more than other generations and are likely to dominate travel trends in the years to come.

To make a good impression with these digital natives, passenger transport companies need to take an honest look at their customer experience (CX) and prioritise essential changes to modernise their experience. Conversational service, personalisation and AI can help drive efficiency while delivering high-quality service. For those who succeed in modernising, there's an opportunity to nurture relationships with [high lifetime value customers](#).



But getting there isn't simple. Passenger transport companies face challenges that impact CX, including:

- **Staff shortages:** Like most industries, transport companies have struggled to restaff crews and customer service teams to pre-pandemic levels.
- **Power shifting to passengers:** Passengers are starting to become more loyal to experiences than to brands. Passenger rights are also becoming law.
- **Need to modernise:** Many companies are still stuck in the telephone and email world, with poor customer experiences and long wait times that frustrate customers.
- **Budget constraints:** With fluctuating fuel and supply chain costs, transport companies must cut costs in other areas while striving to deliver high-quality customer service.

The travel industry has a reputation for frustrating experiences and long wait times. Legacy infrastructure keeps companies from delivering the top-tier customer service that passengers are accustomed to receiving from consumer brands. Yet customers are eager and willing to spend with companies who treat them right.

67%
of customers are willing to pay more for a great experience

Integrate with legacy systems to deliver modernised CX

Because of legacy infrastructure, transport companies have unique challenges to consider when choosing a CX platform. Zendesk offers an extensible solution that allows you to integrate and take action across different systems – including telephone systems – so you can deliver exceptional experiences without disrupting your existing infrastructure. At Zendesk, we empower you to drive modern CX that is adaptable to your use cases.

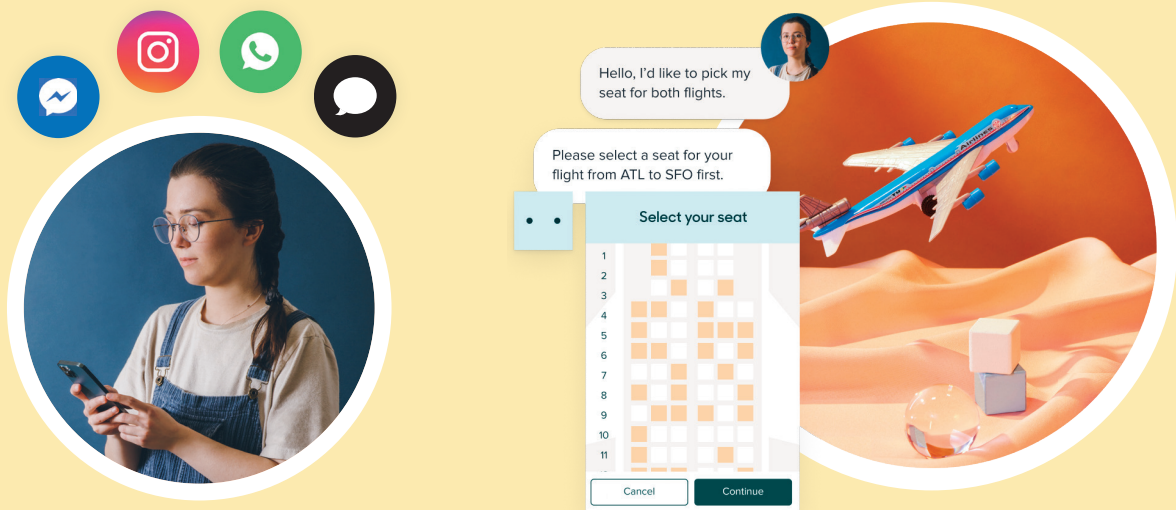
With Zendesk, you can:

- **Seamlessly integrate** legacy telephone and IVR systems
- **Deliver personalised, conversational experiences** across web, mobile, text message and social apps like WhatsApp, Messenger and Instagram
- **Embed customer support** into your mobile app and booking web pages using Zendesk messaging and mobile SDKs
- **Use Zendesk APIs** to integrate data from disparate systems, including GDS (e.g. SABRE, Amadeus, Travelport), Polar, Versonix, e-commerce, loyalty programmes, baggage systems, etc.
- **Simplify internal processes** and automate customer service workflows for increased efficiency and productivity
- **Use AI chatbots** and customised help centres so passengers can self-serve 24/7, no matter where they are
- **Add customised interactive apps** – like seat/cabin selection or in-message upgrade/add-on/SSR widgets – so customers can resolve simple requests on their own
- **Build customised integrations** with back end product and service catalogues so agents can encourage upselling, upgrades and travel add-ons
- **Enable collaboration** with other internal teams around the world using out-of-the-box integrations like Slack and Microsoft Teams
- **Optimise the performance** of your customer service team using real-time insights

Use cases

- Passenger travel (reservations, lost luggage, delays, etc.)
- Loyalty programmes
- E-commerce
- Claims
- Crew operations
- Facility operations
- Maintenance planning
- Cargo
- Catering
- Vendor management
- Employee help desk

How does Zendesk for Passenger Transport work?



1 A customer has made reservations to fly across the country to catch a 10-day cruise. They use their favourite social messaging channel to make additional travel requests two weeks before the trip. A self-service bot manages the interaction.

2 The bot serves up an interactive app. The customer submits their seat upgrade, cabin upgrade and SSR requests for the trip.



3 Due to weather delays, the passenger is going to miss their connecting flight. They use messaging again to chat with an agent via the in-flight WiFi.



4 The agent has a 360-degree view of the passenger and is able to quickly rebook them onto the next connecting flight as well as reschedule their airport pick-up by the cruise company.



5 It's been a flawless trip and the passenger posts about their experience on their social media, tagging the company in their post. The airline shifts the conversation over to a private messaging channel and rewards them with a discount voucher for future travel.



Modernise your CX and increase ROI



Deliver seamless support for passengers on the move

Enable passengers to easily reach out through any channel wherever they are – before, during and after a trip



Personalise the passenger experience

Centralise passenger data in the Agent Workspace for more personalised service that drives brand loyalty



Do more with less

Work smarter and faster with triggers and automations to reduce repetitive work for common travel enquiries



Empower passengers to self-serve

Use customised help centres and AI chatbots so passengers can answer questions and solve issues on their own anytime, anywhere



Act on customer insights

Discover actionable insights that help you anticipate passengers' needs and offer proactive support



Chart a course to lower TCO and faster ROI

Drive down operating costs and convert your customer service team from a cost centre to a profit centre through strategic upselling and add-ons



Zendesk worked closely with Ryanair, one of the largest airlines in Europe, so that they could transform their CX and scale to meet their ambition of serving 225 million passengers annually. By empowering customers with smart self-service functionality, the airline was able to implement a single platform omnichannel system across 38 countries in just 6 months, while making significant operational cost savings.

4M

monthly help
centre users

97%

of issues solved
via help centre

38

countries

52%

of chatbot enquiries
solved without
agent intervention

7

languages

“Before Zendesk, we would have had to add 100% more headcount, which would essentially equate to another 800 people. But as it stands we have been able to reduce costs through operational efficiency despite vastly increasing passenger numbers.”

Tracy Kennedy
Director of Customer Service
at Ryanair

Why Zendesk?

Travel is stressful enough as it is. Take the edge off by delivering first class customer service that meets passengers where they are and gets them where they want to go.

[See how other transport companies have reduced TCO and increased ROI through exceptional CX.](#)

[Talk to a sales rep.](#)