

Elevating Travel Experiences:

# 90% Boost in Customer Experience with Co-Pilot Studio



## ABOUT CLIENT

A US cruise line, headquartered in Seattle, Washington. With a rich legacy spanning 150 years, providing unforgettable experiences to over 1.5 million customers across 7 continents. They believe in the transformative power of travel, aspiring to make the world a better place by opening minds, building connections, and inspiring a shared humanity.

## THE CHALLENGE

With a monthly influx of 100K+ website visitors, the client encountered difficulties in effectively engaging customers, navigating a complex booking flow, and providing customer support over the phone. These challenges led to delays in responding to customer queries, adversely affecting overall customer satisfaction, and resulting in a notable decrease in ticket bookings. The issues also extended to challenges in finding the ideal cruise, assisting guests with onboard activities, managing payments, refunds, cancellations, cruise routes, schedules, engagement activities in the cruise. Thus, imposing a burdensome manual workload on employees, hindering opportunities for enhancing customer experiences and promoting additional services.

Have A Question? Connect With Us Now

## SOLUTION

Acuvate responded to these challenges by implementing a Generative AI-powered customer engagement Co-Pilot companion, efficiently addressing customer concerns regarding ticket booking, cruise routes, itinerary, engagement activities, and more on the website. By automating these processes, Acuvate's solution not only ensures fast and accurate query resolution but also relieves employees from the burdensome manual workload. This not only creates opportunities to elevate customer experiences by seamlessly incorporating additional engagement activities but also ensures that common customer inquiries were proactively addressed. This strategic approach has led to a significant spike in ticket sales, showcasing the positive impact of our solution on both customer satisfaction and business growth.



### Significant boost in ticket booking

The chatbot integrates advanced search functionalities. Customers receive personalized cruise recommendations, streamlining their decision-making process.



### Immediate & Consistent Responses

The chatbot delivers automated responses to common queries, eliminating delays and minimizing the need for manual intervention.

Book Your Consultation Now

## TECHNOLOGIES USED



Generative AI



Co-pilot Studio



Power Automate



Azure Open AI

## RESULTS

90%

boost in customer experience, enhancing overall experience.

10x

faster query resolution with chatbots.

1,200

online conversations automated per day—scalable to meet any future demands.