

## USE CASE #7

# Global Airline Carrier



*The Scala Solution:*

**Scala Agent Canvas** (Customer-Facing AI Agents)

### *The Problem:*

## Flight Changes Create Contact Center Surges

- ➔ **Flight changes trigger waves of customer interactions.**  
Customers check status, rebook, then call again when updates do not reflect in the app.  
**Each flight change triggers a wave of repeat contacts.**
- ➔ **Digital workflows fail the customers they were built to serve.**  
**Every repeat contact during a disruption is a service failure, not a customer failure.**

### *What Scala Does:*

**Customer-facing AI agents handle rebooking, flight status updates, and confirmations in real time.**

They absorb surge volume the moment disruptions occur, reducing pressure on human agents.

Customers get answers instantly. Agents focus on complex situations that require judgment.

### **Outcomes:**

- ✔ 3:1 ROI
- ✔ 25% fewer repeat contacts
- ✔ Higher first call resolution
- ✔ Lower strain during operational disruptions