AVIATION / CUSTOMER EXPERIENCE / 2026

Airline CX, Reimagined.

Customer-experience offerings for airlines — built on the full Microsoft AI, Data, and CX stack: Dynamics 365, Customer Insights, Copilot Studio, Azure, AI Foundry, and Power Platform.

Your CX-first Microsoft partner. Come find us at the booth.

WHY NOW

The airline CX imperative.

Passenger expectations have outrun legacy CX architectures. Disruption is constant. Channels are everywhere. Agents are burning out. Airlines need a CX stack that scales — and a partner who knows how to deliver it.



Disruption is the norm

IROPS, weather, ATC, crew shortages — every cancellation cascades into thousands of service interactions that legacy stacks weren't built to absorb.



Passengers are everywhere

Web, mobile, voice, chat, WhatsApp, social — passengers expect the same context and the same answer on every channel, all the time.



Agents are stretched thin

Swivel-chair between PSS, GDS, CRM, and policy docs drives long AHT, slow ramp, and inconsistent service across the floor.

THE STACK

Built on Microsoft's full CX, Data & AI foundation.

Five Microsoft capabilities, working as one — orchestrated by TTEC Digital for the realities of airline operations.



Dynamics 365

Contact Center + Customer Service, Sales

Cloud voice, digital channels, IVR, routing, cases, SLAs, omnichannel agent desktop.



Copilot Studio

Conversational AI agents

Generative, Agentic + deterministic agents, custom topics, plugins — for every passenger channel.



Customer Insights

Data + Journeys

Unified passenger profiles and real-time, AI-driven outreach across every touchpoint.



Azure AI Foundry

Custom AI + Azure services

Custom agents, model orchestration, and Azure data services for complex airline workflows.



Power Platform

Automate, Apps, Pages, Dataverse

Connective tissue to PSS, GDS, loyalty, baggage, cargo, and revenue systems.

01

OFFERING

Self-Service Customer Service & Helpdesk

24/7 passenger self-service — across voice, web, mobile, and messaging.

THE CHALLENGE

- High volumes of repetitive Tier-1 inquiries: bookings, refunds, seat changes, baggage status.
- Long IVR queues; passengers abandon and re-attempt across multiple channels.
- Inconsistent answers between web, mobile app, voice, and social agents.

OUR SOLUTION

- Copilot Studio agent unified across voice IVR, web chat, mobile app, and WhatsApp.
- Azure AI Foundry agents handle complex multi-step requests with grounded reasoning.
- Deep integrations and baggage systems via Power Automate and Azure services.
- Seamless handoff to D365 Customer Service agents with full conversation context.

MICROSOFT STACK

Copilot Studio | **D365 Contact Center** | **Azure AI Foundry** | **Power Automate**

OUTCOME

Higher Tier-1 deflection, lower AHT, consistent answers everywhere.

02

OFFERING

IROPS & Disruption Management

From flight cancellation to rebooked passenger in minutes — not hours.

THE CHALLENGE

- Mass disruptions overwhelm both contact centers and airport ground agents.
- Manual rebooking, hotel vouchers, and meal coupons simply don't scale during IROPS.
- Communication gaps between ops, customer service, and the passenger.

OUR SOLUTION

- Customer Insights – Journeys orchestrates proactive outbound SMS, email, push, and WhatsApp at disruption time.
- Copilot Studio + Azure AI Foundry agents handle automated rebooking with passenger choice.
- Power Automate drives hotel and voucher issuance; Power BI dashboards for ops and CS leadership.

MICROSOFT STACK

CI Journeys | Copilot Studio | Azure AI Foundry | Power Automate | Power BI

OUTCOME

Faster recovery, lower DOT complaints, NPS protected during disruption.

03

OFFERING

Baggage Tracking & Claims

Self-service for delayed, damaged, and lost bags — without the airport queue.

THE CHALLENGE

- Baggage incidents are the leading in-person service driver at airports.
- WorldTracer and PIR processes remain heavily manual and paper-driven.
- Passengers want real-time bag status, not 'please check back in 24 hours.'

OUR SOLUTION

- Copilot Studio agent intakes claims with photo upload, validated against the PNR.
- Azure AI Foundry agents orchestrate WorldTracer / SITA lookups via Power Platform connectors.
- D365 case automation drives compensation eligibility, voucher issuance, and follow-up.

MICROSOFT STACK

Copilot Studio | **Azure AI Foundry** | **D365 Customer Service** | **Power Automate**

OUTCOME

Shorter airport queues, faster claim resolution, audit-ready records.

04

OFFERING

Frequent Flyer & Loyalty Servicing

Elite-aware service that recognizes value at hello.

THE CHALLENGE

- Loyalty members expect tier-aware treatment from the very first interaction.
- Mileage adjustments, status matches, and partner-credit fixes consume agent time.
- Tier-driven routing is hard to enforce consistently across every channel.

OUR SOLUTION

- Customer Insights – Data unifies passenger profiles across PSS, CRM, and loyalty for true tier-aware service.
- Tier-aware routing in D365 Contact Center — elite members bypass standard queues.
- Copilot Studio resolves common mileage and status requests end-to-end; Power Apps for complex servicing.

MICROSOFT STACK

CI Data | **D365 Contact Center** | **Copilot Studio** | **Power Apps**

OUTCOME

Higher elite NPS, faster loyalty resolution, stronger retention.

05

OFFERING

Agent Assist for the Contact Center

A copilot beside every agent — and after every call.

THE CHALLENGE

- Agents swivel-chair between systems, loyalty, and policy documentation.
- Long handle times; new-hire ramp can stretch to ninety days or more.
- Inconsistent policy application across the contact-center floor.

OUR SOLUTION

- Copilot for Service surfaces next-best-action, knowledge, and policy in real time.
- Azure AI Foundry agents ground responses in airline-specific knowledge and policy.
- Live transcription, sentiment, and automated call summarization on every interaction.

MICROSOFT STACK

Copilot for Service | **Copilot Studio** | **Azure AI Foundry** | **D365 Customer Service**

OUTCOME

Lower AHT, faster new-hire ramp, consistent compliance every call.

06

OFFERING

Corporate & Travel Agency Account Management

B2B servicing for managed travel, TMCs, and group bookings.

THE CHALLENGE

- Corporate contracts, TMCs, and group desks still live in spreadsheets and email.
- Limited visibility into account health, contract attainment, and pipeline.
- Group bookings need orchestration across sales, ops, and revenue management.

OUR SOLUTION

- D365 Sales for corporate pipeline; D365 Customer Service for ongoing B2B servicing.
- Customer Insights – Data delivers a single view of corporate spend, contract attainment, renewal risk.
- Copilot Studio agent for travel-agency self-service: GDS support, ticketing, queues — backed by Azure services.

MICROSOFT STACK

D365 Sales | CI Data | Copilot Studio | Azure Services | Power BI

OUTCOME

Stronger TMC relationships, higher contract attainment, less leakage.

07

OFFERING

Ancillary Revenue & In-Journey Upsell

Turn every service moment into a relevant, contextual offer.

THE CHALLENGE

- Ancillary revenue — bags, upgrades, lounge, meals — is left on the table.
- Offer fatigue when promotions are generic instead of contextual.
- Disconnected systems make true personalization difficult to achieve.

OUR SOLUTION

- Customer Insights – Data drives next-best-offer scoring at the individual passenger level.
- Customer Insights – Journeys orchestrates tier- and trip-aware offers across every channel in real time.
- Copilot Studio surfaces those offers naturally inside the service conversation.

MICROSOFT STACK

CI Data | CI Journeys | Copilot Studio | Azure AI Foundry | Power Automate

OUTCOME

Lift in ancillary attach rate, higher revenue per passenger.

08

OFFERING

Crew & Employee Helpdesk

An internal copilot for crew, ops, and ground staff.

THE CHALLENGE

- Crew scheduling, IT, HR, and ops questions overload internal helpdesks.
- Manuals, FAR/CAR references, and SOPs are scattered across systems.
- Off-hours support is expensive — or simply unavailable.

OUR SOLUTION

- Copilot Studio agent for crew and employee self-service across scheduling, IT, HR, payroll.
- Azure AI Foundry agents ground responses in approved knowledge: SharePoint, manuals, ops references.
- D365 Customer Service ticketing for escalations with SLAs and audit trail.

MICROSOFT STACK

Copilot Studio | **Azure AI Foundry** | **D365 Customer Service** | **Microsoft 365**

OUTCOME

Lower internal ticket volume, faster crew resolution, 24/7 coverage.

09

OFFERING

Voice of Customer & CSAT Closed-Loop

Turn passenger feedback into service recovery — automatically.

THE CHALLENGE

- Surveys generate data, but rarely trigger meaningful action.
- Negative experiences slip through without a recovery touch.
- Sentiment is scattered across calls, chats, social, and surveys.

OUR SOLUTION

- Customer Voice and post-interaction surveys integrated directly with D365 cases.
- Azure AI sentiment and topic analytics across calls, chats, and social channels.
- Customer Insights – Journeys orchestrates automated service-recovery on detractor signal in real time.

MICROSOFT STACK

Customer Voice | **Azure AI** | **CI Journeys** | **Copilot Studio** | **Power BI**

OUTCOME

Closed-loop recovery, higher CSAT and NPS, leadership visibility.

10

OFFERING

Cargo & Freight Customer Service

Dedicated CX for freight forwarders, shippers, and AWB workflows.

THE CHALLENGE

- Cargo customers — forwarders, shippers — have workflows distinct from passengers.
- Shipment status, claims, and AWB issues need true 24/7 self-service.
- Sales, ops, and customer service routinely operate in silos.

OUR SOLUTION

- D365 Customer Service tailored for cargo: AWB-aware cases, cargo-specific SLAs.
- Copilot Studio + Azure AI Foundry agents for shipment tracking, booking changes, and claims intake.
- Customer Insights – Data on forwarder spend, route performance, and SLA compliance via Power BI.

MICROSOFT STACK

D365 Customer Service | **Copilot Studio** | **Azure AI Foundry** | **CI Data**

OUTCOME

Better forwarder experience, lower cost-to-serve, retained wallet share.

WHY TTEC DIGITAL

Your CX-first Microsoft partner — built for aviation.

Forty-plus years of CX heritage.

From contact-center operations to platform engineering — CX is what we do, end to end.

Microsoft Solutions Partner.

Deep specializations across Dynamics 365, Customer Insights, Copilot Studio, Azure AI, and Power Platform.

Aviation-experienced delivery.

Solution architects fluent in PSS, GDS, loyalty, IROPS, baggage, cargo, and crew.

Come find us at the booth — let's design your CX roadmap.