

# Isavia turns to technology to forge stronger bonds with visitors

By *Paul Brugger*, CEO BizTweet

Isavia has found a new voice and a better way to keep in touch with international visitors when they journey through Keflavik Airport by making the information they need available to them instantly on their preferred social media channels.

Iceland has established itself as a desirable tourism destination and as a popular stop-over for journeys between Europe and North America.

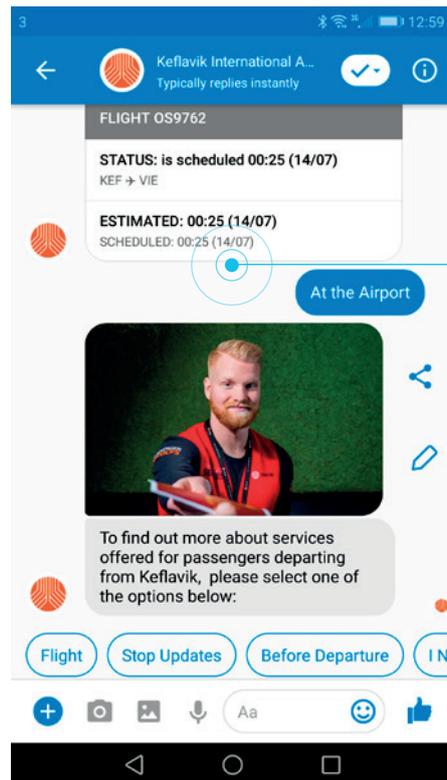
The country's airlines have contributed significantly to boosting visitor numbers through their route building and destination marketing, including attractive stop-over packages. And the appeal of the destination has encouraged many airlines from other markets, including Delta, easyJet, British Airways, Lufthansa, Norwegian, SAS and Wizz Air, to transport visitors to the island nation.

As a result, Keflavik International Airport has enjoyed dramatic growth, serving 8.75 million passengers in 2017, an increase of 28.3% over 2016. Keflavik operates year-round and 24 hours a day, serving 600 flights a week that carry travellers from 85 global destinations.

Isavia has supported this dramatic growth by improving its digital channels, helping travellers navigate their surroundings and enjoy the services available. A new, responsive and mobile-friendly Isavia and Keflavik website launched this year was complemented by real-time multi-lingual response to customer queries on Twitter and Facebook, powered by BizTweet personalised responses, powered by artificial intelligence.

"Isavia wishes to provide passengers with easy access to the information that they need when they need it and in the manner they prefer," Björn Óli Hauksson, Managing Director of Isavia, explains. "To do so, we want to use the latest and best technology. BizTweet has made this possible for us."

Establishing a dedicated social media team is a costly venture, and requires comprehensive training. Even the best social media teams can err by sending a message that doesn't fit the brand tone or simply failing to reply in a timely manner. While there is an application



A new, responsive and mobile-friendly Isavia and Keflavik website launched this year was complemented by real-time multi-lingual response to customer queries on Twitter and Facebook, powered by BizTweet personalised responses, powered by artificial intelligence.

for social media in marketing, customer service requires consistent, timely, and relevant response.

A benchmark study by Conversocial shows how difficult it can be – even for airlines with the largest social media teams on staff. North American airlines average 22.39% responsiveness with an average response window of 20 minutes. European and Middle Eastern carriers average 28.07% responsiveness with an average response window of 1 hour and 41 minutes.

Those metrics simply don't work for transiting passengers who might miss a connection. Automating common social media queries, with artificial intelligence ensures passengers get accurate replies that are also personalised, timely and consistently within the brand tone.

A recent study by Capgemini shows that 69% of consumers were satisfied with AI-customer service response, and the top benefits that consumers recognise from AI assistants come from greater control over their interactions (63%), 24/7 availability of information (63%), faster resolution of support issues (45%), and less effort spent interacting with the company (35%). Additionally, 30% of consumers described brands that offer AI-enabled interactions as "more trustworthy" and 29% say it offers higher personalisation.

While personal service is welcome, sometimes the best response is a timely and relevant response; giving customers the answers they need when they need them, wherever they happen to be.