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

- **Labor shortages**: Like most industries, transportation companies have struggled to re-staff 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 modernize**: Many companies are still stuck in the telephony and email world, with poor customer experiences and long wait times that frustrate customers.

- **Budget constraints**: With fluctuating fuel and supply chain costs, transportation 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 modernized CX

Because of legacy infrastructure, transportation 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 telephony 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 telephony and IVR systems
- **Deliver personalized, conversational experiences** across web, mobile, SMS, and social apps like WhatsApp, Messenger, Instagram
- **Embed customer support** into your mobile app and booking webpages using Zendesk messaging and mobile SDKs
- **Use Zendesk APIs** to integrate data from disparate systems, including GDS (e.g. SABRE, Amadeus, Travelport), Polar, Versonix, eCommerce, loyalty programs, baggage systems, etc.
- **Simplify internal processes** and automate customer service workflows for increased efficiency and productivity
- **Use AI chatbots** and custom help centers so passengers can self serve 24/7, no matter where they are
- **Add custom interactive apps**—like seat/cabin selectors or in-message upgrade/add-on/SSR widgets—so customers can resolve simple requests on their own
- **Build custom integrations** with backend product and service catalogs so agents can encourage upsells, 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
- **Optimize the performance** of your customer service team using real-time insights

Use cases

- Passenger travel (reservations, lost luggage, delays, etc.)
- Loyalty programs
- eCommerce
- Claims
- Crew operations
- Facility operations
- Maintenance planning
- Cargo
- Catering
- Vendor management
- Employee help desk
How does Zendesk for Passenger Transportation work?

1. A customer has made reservations to fly across the country to catch a 10-day cruise. She uses her favorite 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 her seat upgrade, cabin upgrade, and SSR requests for the trip.

3. Due to weather delays, the passenger is going to miss her connecting flight. She again uses messaging 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 re-book her onto the next connecting flight as well as reschedule her airport pickup by the cruise line.

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 her with a discount coupon for future travel.
Modernize 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.

**Personalize the passenger experience**
Centralize passenger data in the agent workspace for more personalized service that drives brand loyalty.

**Do more with less**
Work smarter & faster with triggers and automations to reduce repetitive work for common travel inquiries.

**Empower passengers to self serve**
Use custom help centers 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 center to a profit center through strategic upsells and add-ons.

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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 transportation companies have reduced TCO and increased ROI through exceptional CX.

Talk to a sales rep.