

AIR INDIA AUGMENTS CUSTOMER CARE WITH 5 NEW CENTRES GLOBALLY

Partners with Concentrix and iEnergizer to provide 24/7 assistance for customers with dedicated desks for premium and frequent flyers

Gurugram, 12 April 2024: Air India, India's leading global airline, has deployed five new contact centres, offering round-the-clock assistance to its customers worldwide.

It has partnered with Concentrix, a California-headquartered customer engagement firm, to manage premium services from centres in Mumbai, Cairo, and Kuala Lumpur. The airline has also signed up iEnergizer, to operate contact centres in Noida and Bengaluru, focusing on domestic inquiries.

Air India has recently introduced a premium desk exclusively tailored for its premium Frequent Flyer members, as well as business and first-class guests. The dedicated service offers personalised assistance, further enhancing the overall travel experience for these esteemed segments of passengers. Investing in developing best-in-class technology infrastructure, including a new tech stack, the airline aims to streamline customer support operations and enhance efficiency.

"Our customers are at the core of our operations. The enhancement and expansion of the contact centres is a testimony to Air India's commitment to providing comprehensive support to our customers and is a step towards building Air India into a world-class global airline," **Rajesh Dogra, Chief Customer Experience Officer, Air India**, said during the launch of the Mumbai centre.

Air India has implemented a comprehensive back-office insourcing strategy to manage emails, social media, and chat support internally to effectively assist our valued customers. A 24/7 grievance management desk promptly addresses all customer queries, escalations and provides round-the-clock support. A robust quality and training governance framework has also been established to ensure that the employees adhere to best-in-class standards and enhance their skills.

Recently Air India launched its redesigned website and airline industry's first Generative AI chatbot- Al.g. The chatbot provides seamless accessibility on the website as well as on

WhatsApp opening a new guest support channel, helping travellers to ask questions across 1300+ travel-related topics.

About Air India:

Founded by the legendary JRD Tata, Air India pioneered India's aviation sector. Since its first flight on October 15, 1932, Air India has built an extensive domestic network with non-stop flights to cities around the world, across the USA, Canada, UK, Europe, Far-East, South-East Asia, Australia, and the Gulf. After 69 years as a government-owned enterprise, Air India and Air India Express were welcomed back into the Tata group in January 2022.

Air India is navigating through a major five-year transformation roadmap under the aegis of *Vihaan.AI*, with an ambition to become a world class airline with an Indian heart. The first phase of this transformation, the taxi phase was recently concluded, and focused on fixing the basics.

These included bringing back to service many long grounded aircraft, addition of talent across flying and ground functions, rapid upgradation of technology and strengthening of customer care initiatives amongst others. A member of Star Alliance, the largest global airline consortium of leading international airlines, Air India offers seamless connectivity and facilities to passengers all over the world.

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