

# WestJet takes the guest experience up a notch with Netomi's powerful AI

Juliet fully resolves 87% of support tickets across Facebook Messenger, Google Assistant and WhatsApp



## The results are taking off

**87%** resolution with no human intervention

**+24%**

customer sentiment

**530K**

tickets resolved

**200**

resolutions per minute (at peak)

“ Juliet is the first of many ways WestJet will be raising the bar using digital to improve the guest experience and make the travel journey easier and more enjoyable, ”



**Alfredo C. Tan**  
Chief Digital and Innovation Officer  
WestJet

## WestJet prioritizes the customer experience and shows no signs of reaching a cruising altitude

With new destinations, impressive additions to its fleet and global partnerships, WestJet embraced innovation wholeheartedly to delight its ever-expanding customer base with superior support.

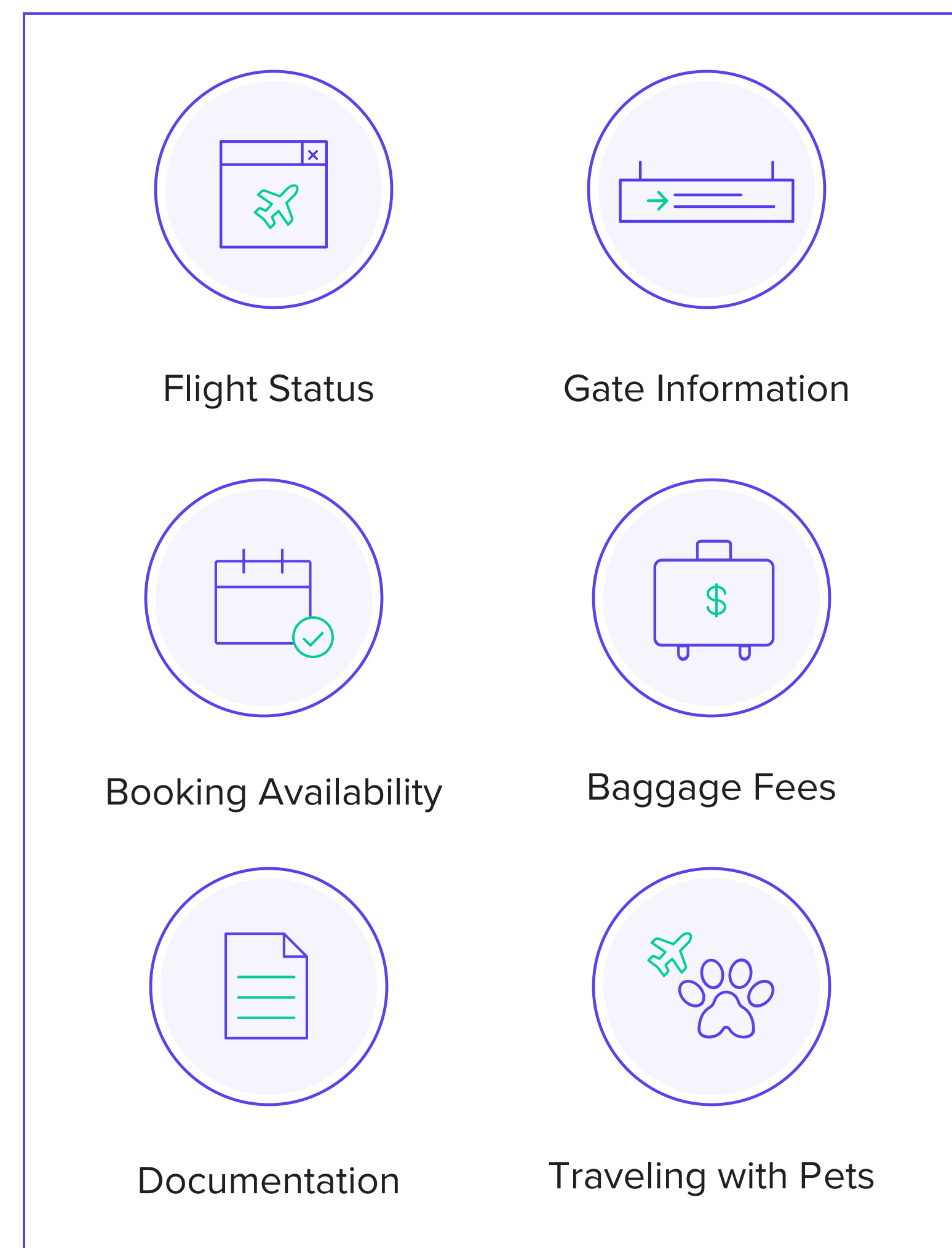
WestJet brought AI into its workforce to meet customers' rising expectations for immediate, accurate and effective resolution, while also easing the burden on its human support agents.



## Meet Juliet, the ultimate co-pilot

WestJet launched "Juliet" on Facebook Messenger, WhatsApp and Google Assistant to assist with pre-booking, booking, day-of-travel and post-trip support. Juliet immediately resolves nearly 700 highly repeatable queries while seamlessly escalating more complex issues to human agents.

At launch, Juliet was fully automating 24% of tickets. Today, 87% of tickets are automated without human intervention. The impact of Juliet on the guest experience has been substantial, most notably shown in the 24% rise in customer satisfaction. Juliet shows no signs of reaching a cruising altitude. The spike across customer experience and agent efficiency are still very much upward trending.



“ The volume of messages handled by [our digital agent] Juliet increased 45-fold in March [2020] as a result of the covid-19 crisis. Capable of answering hundreds of the most-frequently asked questions, Juliet deflected tens of thousands of calls from human agents, allowing them to focus on more complex interactions. ”



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## Juliet scales up, instantly, in times of crisis

When ticket volume rises without notice, hiring, onboarding and training new agents is not a viable option to offer the immediate relief that customer service teams need.

When the Covid-19 pandemic began to spread in North America, airlines, including WestJet, were inundated with requests for rebooking or cancelling flights, and a barrage of questions including flying restrictions and cancellations. Because WestJet leveraged AI to interact directly with customers, the airline was able to seamlessly scale operations and resolve the surge in volume, which at one point reached 200 questions per second.

## Take Juliet for a test flight

Visit <http://m.me/westjet> on Messenger

Send Juliet a message on WhatsApp at [+1 403 444 2552](tel:+14034442552)

Say “[Hey Google, ask WestJet.....](#)” on Google Assistant

Want to see Netomi's powerful AI in action and watch your CSAT take off? Reach out for a demo today!  
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