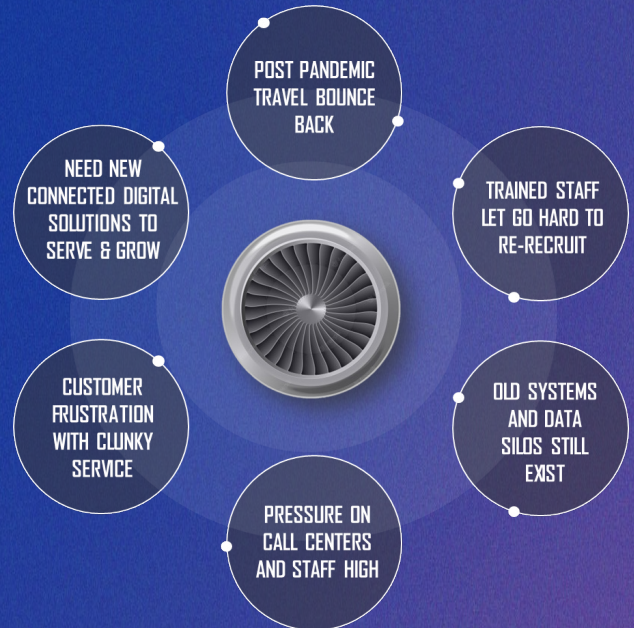


## CORE PROBLEM

- Travel sector bounced back after a turbulent couple of years.
- To help manage new ways of working, focused investments have been made to try to improve journey flows – process mapping, robotic process automation, contact center tools, chat to help support specialists...
- Yet despite great efforts, Call Centers and Frontline Staff remain under massive pressure. Especially when disrupts occur and the domino effect of rolling flight delays and cancelations start to compound across the network.
- How do we enable more self-service – from trip planning right through to journey management?
- And how do we create dynamic workflows and processes that adapt intelligently to external conditions?



## TRADITIONAL PROCESS AUTOMATION LIMITATIONS

- A lot of work has gone into process mapping tools to organize workflows.
- Process automation tools attempt to structure work and standardize outcomes.
- But we've been trying to solve dynamic processes with static systems and technology. Context and active use of data is often missing.
- The only way to solve a challenge that's changing moment-to-moment is to have processes that can adapt based on real-time information.

## GENERATIVE AI IS CHANGING THE GAME

- Traditionally we have built software (including chat and automation tools) using an IMPERATIVE approach.
- At the end of a series of steps the user gets the outcome they were looking for.
- Sequential journeys are driven by 'if – then – else' routines that commonly trap customers in frustration loops.
- Generative AI works on a DECLARATIVE approach.
- I tell the user interface what I want. Then the AI does all the work and we just get the outcome we were looking for.
- Data orchestration and dynamic flows speed up processes and make things easy and intuitive for users.

### SOFTWARE THEN: POINT AND CLICK WORKFLOWS



### NOW WITH GENERATIVE AI: DESCRIBE AND DONE





*"MyWave is an AI company providing a repository of business process domain models for rapid delivery of personalized processes for customers, employees and assets. This is helpful for enterprises looking into use cases of using natural language to generate a personalized digital process to streamline business workflows."*

Gartner Research



Macro-journey analysis helps to identify points of employee or customer frustration or unmet opportunities to create moments of WOW.

The MyWave No Code/Low Code Journey Generator enables the business to turn these into deployable intelligent and automated processes in hours..

Airlines now have a capability to rapidly create, deploy and optimize both customer and employee processes lifting employee productivity and lifting customer experience.



Establish digital dream pages where travel 'wishes' can be planned, shared, and adjusted to create the perfect trip. Convert customer dreams into more travel bookings – including valuable add on's – and hold customer travel itineraries & confirmations in a single consolidated trip-wallet.



Manage the on-the-day travel experience (and on-time-departures) with Navigator+. This intelligent guide holds all required pre-approvals (prompted in advance) and airport navigation to get people to the right place, on time, with confidence (including special needs).



Avoid airport queue frustration when disrupts occur on the network. Disrupt RX uses defined business rules and Generative AI to automate complex journey rebooking. Customers are guided through the process in digital channels with exceptional conditions only needing manual assistance.



Intelligently support crew and activity scheduling with guided flows that follow business rules including hours and mandatory downtime. Enable dynamic real-time responses to changes accruing from off-schedule events, saving time, stress, and money.

## MYWAVE SOLVES PROBLEMS

**BOOST SALES CONVERSION.** MYWAVE guides customers through planning and booking flows to create frictionless and intuitive experiences. Conversion rates with guided journeys increase conversion rates by as much as 9X

**GROW PRODUCTIVITY.** Call centers, ground staff, and crew typically have the hardest time when changes occur. MYWAVE automates up to 80% of rebooking journeys – following prioritized business rules (airline status, unaccompanied minor, etc.), while also placing the customer in charge of their changes. We also support dynamic schedule planning and changes to keep crew operating at their peak through the worst winter storms.

**CREATE FRICTIONLESS JOURNEYS.** MYWAVE acts as an on-the-day concierge – assisting customers to be prepared for their flight in advance (e.g. health declarations) and guiding them through the airport experience to on-time-departures.

**MAKE TRAVEL FUN.** MYWAVE uses AR and other design tools to make getting things done enjoyable. For example, bonus loyalty points can be collected using AR from a travel avatar as a reward for getting to the gate on time.