

SUCCESS SPOTLIGHT

SKYSCANNER

SkyScanner uses Inbenta tools to enable up to 90% self-service rate and improve the online experience for 50 million customers.

Through its website and mobile apps, SkyScanner reaches more than 50 million travelers each month with hot deals on everything they need for a memorable trip.

Already using robust helpdesk tools from Zendesk, SkyScanner turned to Inbenta for help scaling its customer support operations and to take a proactive approach to resolving customer questions before they became issues. The company had previously managed customer interactions via email, but found that handling support requests around-the-clock in more than two dozen languages put a significant strain on its staff and limited resources.

To address these concerns, SkyScanner deployed Inbenta Natural Language Search, Instant Answers, and self-service solutions to provide 24/7 support in more than 25 languages. The easy-to-install Inbenta software mobilized the SkyScanner knowledge base, leveraging patented natural language processing (NLP) technology to bridge the gap between customer questions and delivering relevant search results on-demand.

Now, the company can better support increasing numbers of visitors by enabling up to 90% self-service and deflecting as much as 40% of potential emails – while using the back office features in Inbenta’s Backstage to continuously evaluate customer inquiries and adapt content to help ensure more accurate and timely search results.

“As a travel search engine, it’s important that when people need help with a booking, we get them to the right place, fast. Self-service is the ultimate form of help, allowing travelers to find the information they need before they have to ask us a question and wait for an answer. Inbenta automates search query processing in dozens of languages and helps them find the information they want faster, deflecting up to 40% of tickets that might otherwise come our way.”

Jon Thorne

Senior User Satisfaction Manager (Global) at SkyScanner



SkyScanner is the world’s travel search site, saving customers time and money by finding the best travel options. The site is free and unbiased, providing the best flights, hotels and car hire deals to more than 50 million monthly travelers around the world.

The company’s proprietary technology and global reach connects users to travel resources online and through its mobile app. Founded in 2003, the privately-owned company employs over 770 people across 10 global offices.

Business Outcomes

- Up to 40% deflection rate
- As much as 90% self-service rate
- Approximately 40% increase in same-month site searches



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