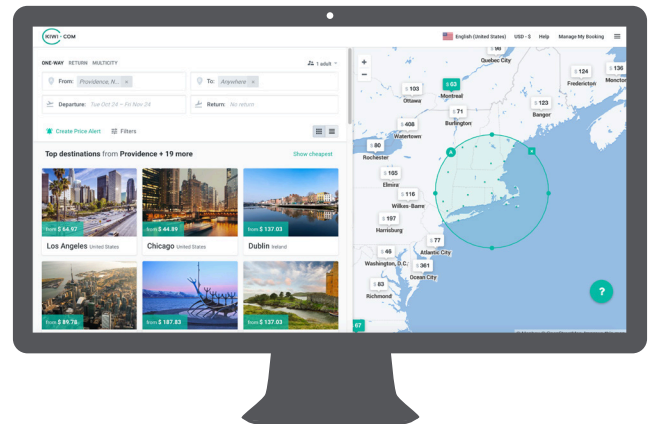


# KIWI.COM AUTOMATES CUSTOMER CARE WITH INTELLIGENT VIRTUAL ASSISTANT

*Kiwi.com, a European-based flight search engine company, was looking for a new customer care solution that would make traveling a breeze for customers around the world. They are looking forward to implementing an Interactions Intelligent Virtual Assistant for their customer care needs.*

## THE CHALLENGE

As one of the fastest growing companies in the world, Kiwi.com needed a customer care solution that could keep up with its rapid developments. Kiwi's current customer care solution is limited to inbound calls supported by online chat. With a rapidly increasing contact and booking rate, they needed something that would automate customer support and keep operating costs down.



## WHY INTERACTIONS?

When looking for a solution, Kiwi knew a traditional IVR system wouldn't make the cut. After researching a number of different vendors, they learned that most were similar and didn't offer much functionality beyond a typical IVR. Kiwi took a different approach in their search and came across Interactions Intelligent Virtual Assistants.

The team at Interactions took Kiwi through a demonstration of different scenarios of a typical customer cycle. Kiwi was impressed not only with the accuracy of the technology, but specifically how it sounded natural rather than forced or robotic. This realistic demonstration was able to give Kiwi the insight it needed to make a decision.

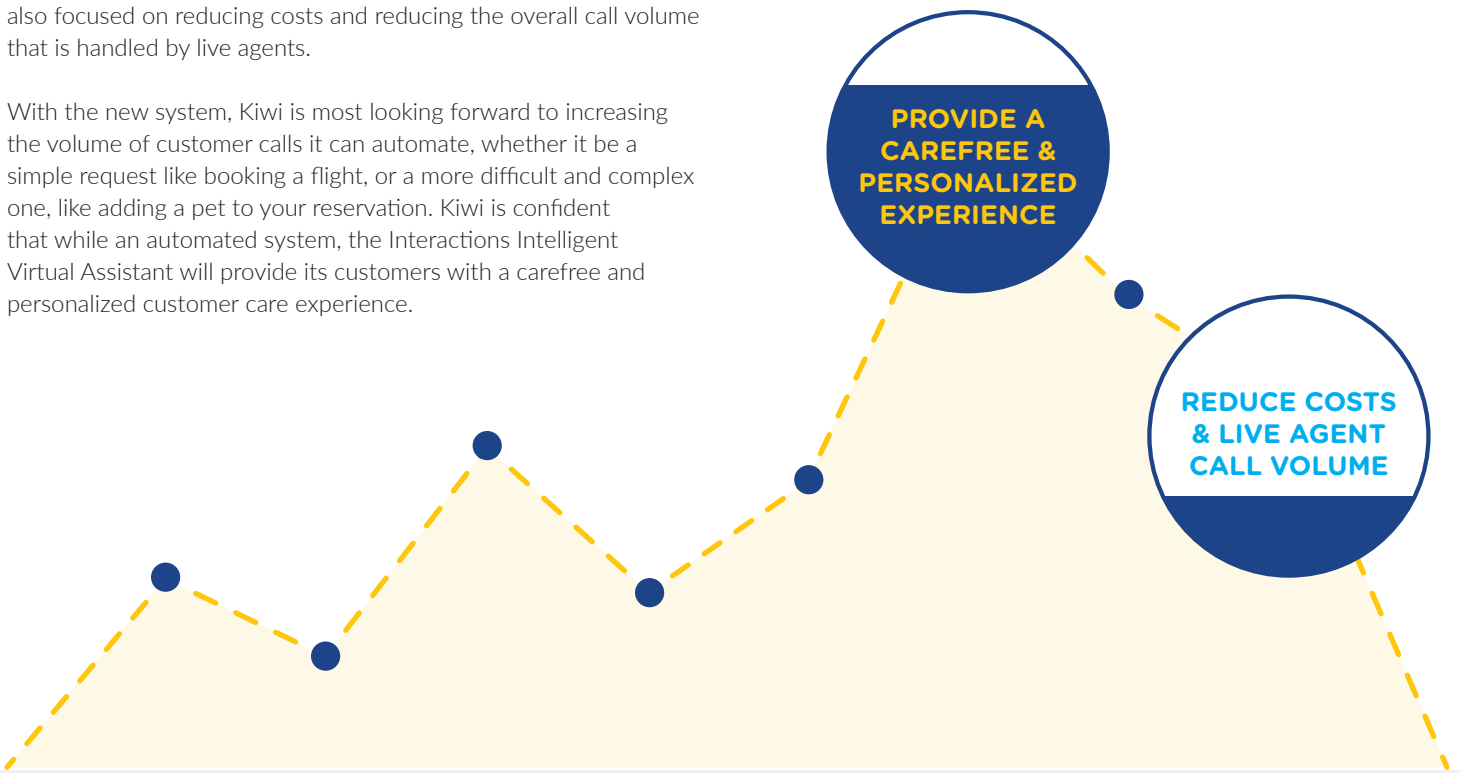
*“We had been looking for solutions in all the wrong places. When we found Interactions, we were blown away. It was a real game-changer.”*

*—Stephen Davis, CMO, Kiwi.com*

# LOOKING AHEAD

Aside from making their customer experience more efficient, Kiwi is also focused on reducing costs and reducing the overall call volume that is handled by live agents.

With the new system, Kiwi is most looking forward to increasing the volume of customer calls it can automate, whether it be a simple request like booking a flight, or a more difficult and complex one, like adding a pet to your reservation. Kiwi is confident that while an automated system, the Interactions Intelligent Virtual Assistant will provide its customers with a carefree and personalized customer care experience.



Kiwi.com was set up in 2012 in order to provide great value flight itineraries and combinations, with sites serving global customers with 24/7 support. The company sees over 50 million flight searches daily and employs over 1400 people. The site makes air travel affordable and easy, allowing consumers to book individual flights to complete flight itineraries across multiple airlines, both low cost and full-service carriers in a straightforward and cost-effective way. Kiwi.com issues boarding passes directly to customers, and offers an unrivalled guarantee which protects customers from flight delays, cancellations and scheduling changes.



# ABOUT INTERACTIONS

Interactions provides Intelligent Virtual Assistants that seamlessly combine Artificial Intelligence and human understanding to enable businesses and consumers to engage in productive conversations. With flexible products and solutions designed to meet the growing demand for unified, multichannel customer care, Interactions is delivering significant cost savings and unprecedented customer experience for some of the largest brands in the world. Founded in 2004, Interactions is headquartered in Franklin, Massachusetts with additional offices worldwide.

**FOR MORE INFORMATION, VISIT [INTERACTIONS.COM](https://www.interactions.com)  
OR CALL 866-637-9049**

