

The background features a dark navy blue field with abstract, overlapping shapes in vibrant magenta and deep red. Thin, light blue lines intersect diagonally across the composition. The text is positioned on the left side.

AWS re:Invent

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NTA202

Generative AI: Transforming LATAM Airlines' call center CX from POC to MVP

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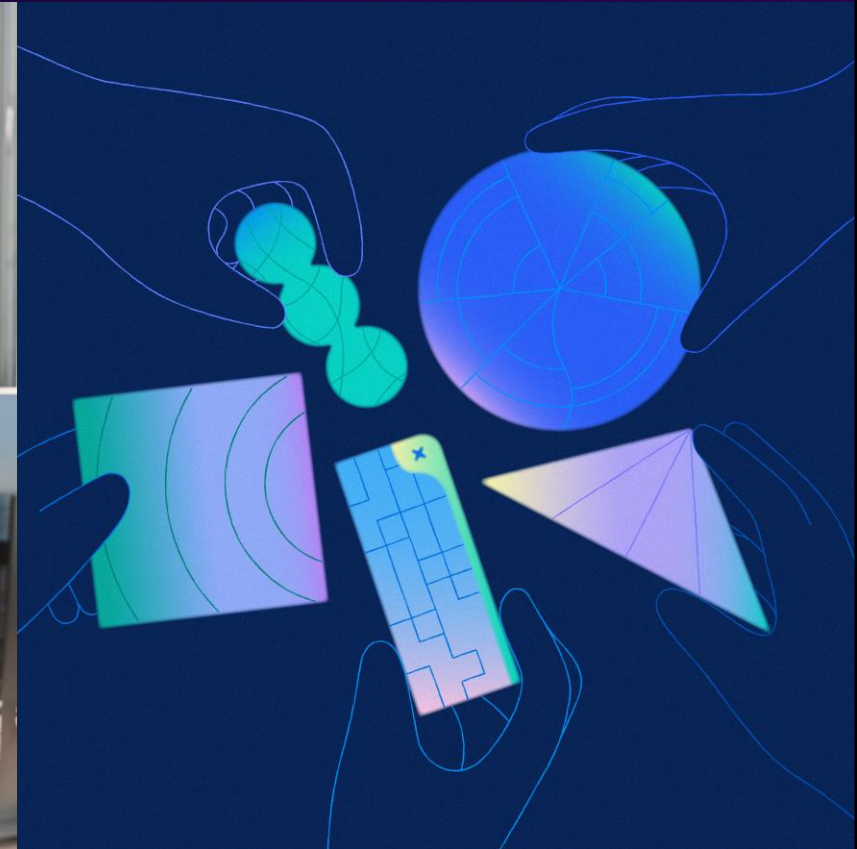


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Agenda

- 01 Challenges to Implement Generative AI
- 02 How LATAM Airlines is Facing Those Challenges
- 03 What's Ahead!

Embracing Generative AI: Meet Emily



AI: Hype vs. Reality

14% of organizations felt ready to adopt AI, even as 84% of business leaders believed it would significantly impact their business

More than 80% of AI projects fail – twice the already-high rate of failure for corporate IT projects that do not involve AI

Rand.org, "The Root Causes of Failure for Artificial Intelligence Projects and How They Can Succeed"

https://www.rand.org/pubs/research_reports/RRA2680-1.html#citation





The reality is most enterprises' biggest challenges are **cultural, leadership, and process-oriented**, rather than technical

Andy Jassy
CEO, Amazon

From idea to production

OVERCOMING THE CHALLENGES OF IMPLEMENTING GENERATIVE AI



Risk perception



Skills and technical capabilities



Definition of success



Data security



Commitment to
implement in
production

Gen AI: A flexible, experimental path to success



To our shareholders:

This year, Amazon became the fastest company ever to reach \$100 billion annual sales. Also this year, Amazon Web Services is reaching \$10 billion in annual sales.

One area where I think we are especially distinctive is failure. I believe we are the best place in the world to fail (we have plenty of practice!), and **failure and invention are inseparable twins. To invent you have to experiment, and if you know in advance that it's going to work, it's not an experiment.** Most large organizations embrace the idea of invention, but are not willing to suffer the string of failed experiments necessary to get there. Outsized returns often come from betting against conventional wisdom, and conventional wisdom is usually right. Given a ten percent chance of a 100 times payoff, you should take that bet every time. But you're still going to be wrong nine times out of ten. We all know that if you swing for the fences, you're going to strike out a lot, but you're also going to hit some home runs. The difference between baseball and business, however, is that baseball has a truncated outcome distribution. When you swing, no matter how well you connect with the ball, the most runs you can get is four. In business, every once in a while, when you step up to the plate, you can score 1,000 runs. This long-tailed distribution of returns is why it's important to be bold. Big winners pay for so many experiments.

“...failure and invention are inseparable twins.

To invent you have to experiment, and if you know in advance that it's going to work, it's not an experiment.”

Jeff Bezos

**Executive Chairman
Amazon**

(in a 2015 letter to shareholders)



LATAM in figures



Around

~85 million

passengers



971,000

tons of cargo
transported



Nearly

34,000

employees



144 destinations / **23** countries

Connecting

Latin America

with the world



Journey from PoC to Product



Defining use
cases

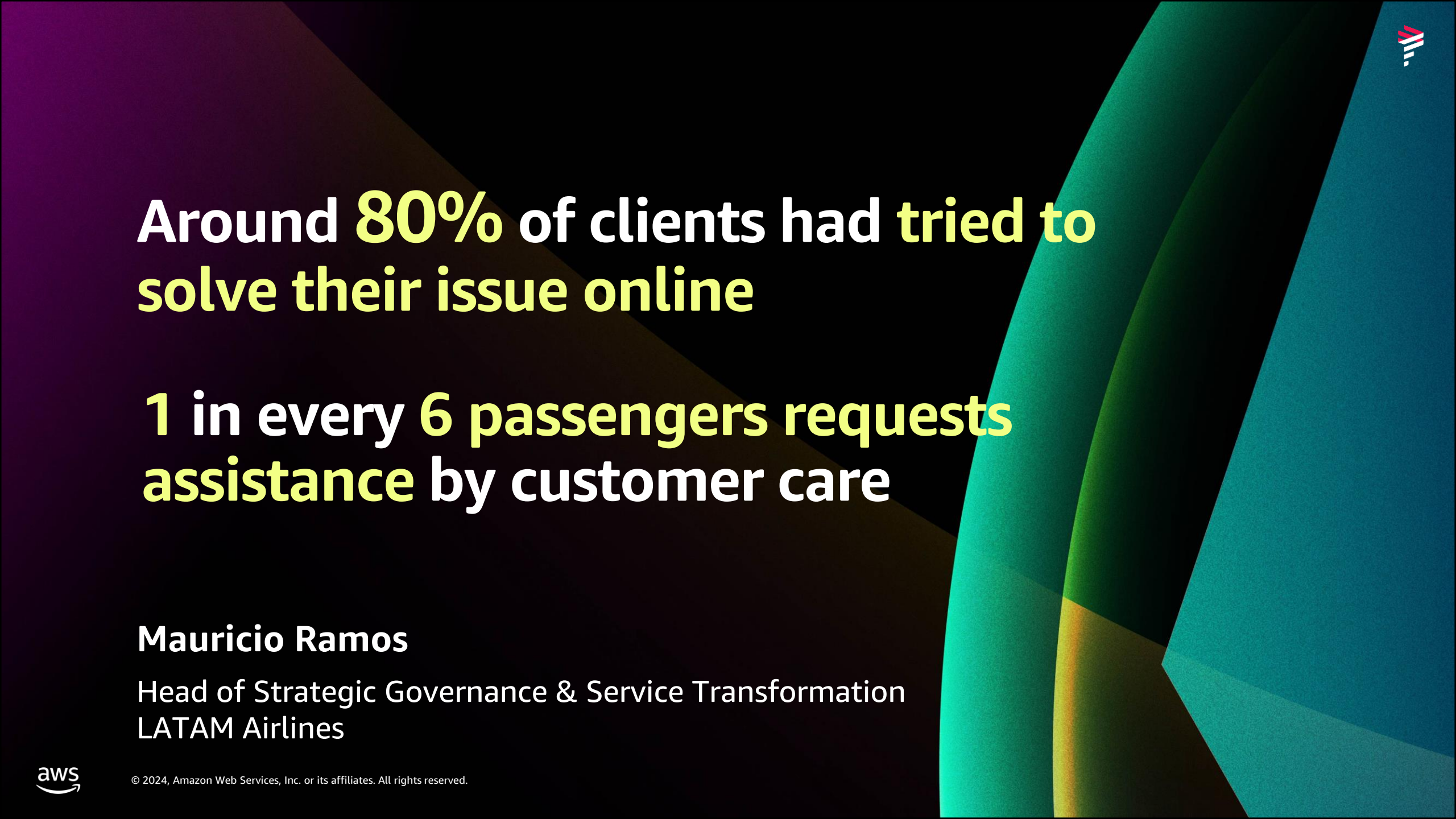
Proof of
concept

Going
live

Learnings
and results

Minimum value
product definition

Roadmap



Around **80%** of clients had **tried to solve their issue online**

1 in every 6 passengers requests assistance by customer care

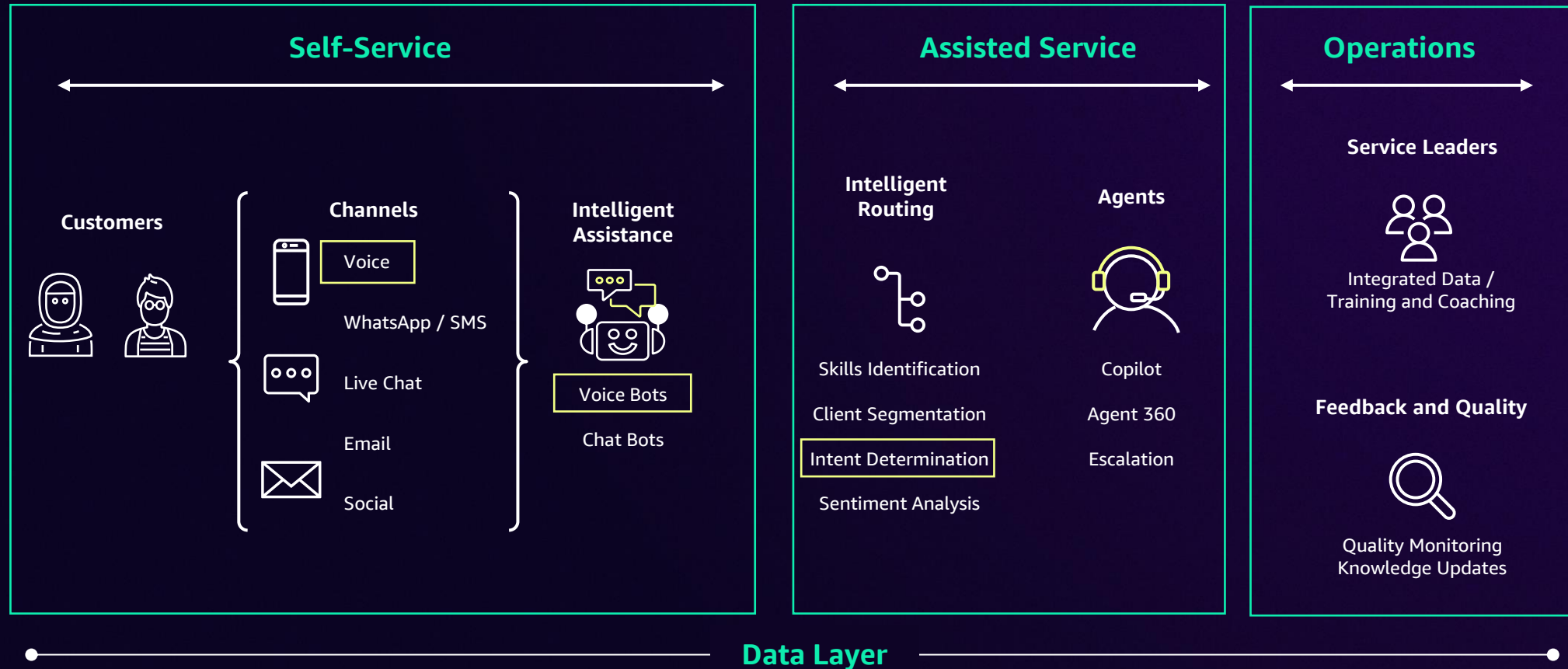
Mauricio Ramos

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AI-powered digital assistance

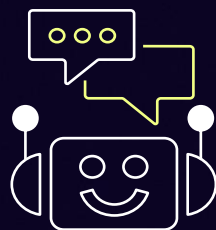


Powered by gen AI





Self-service assistant to improve customer experience



Containment
rate



Accuracy

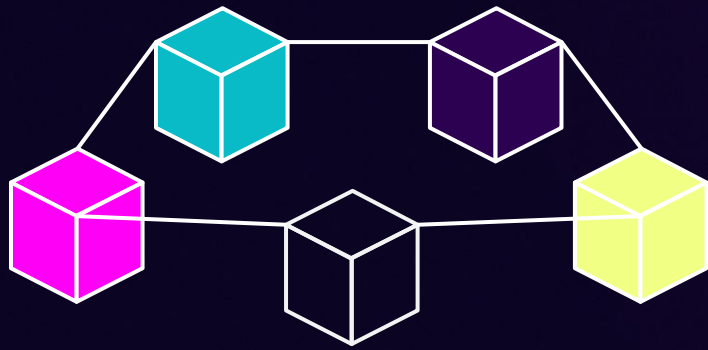


Net Promoter
Score (NPS)



Handling
time

How to work with skill and technical gaps?

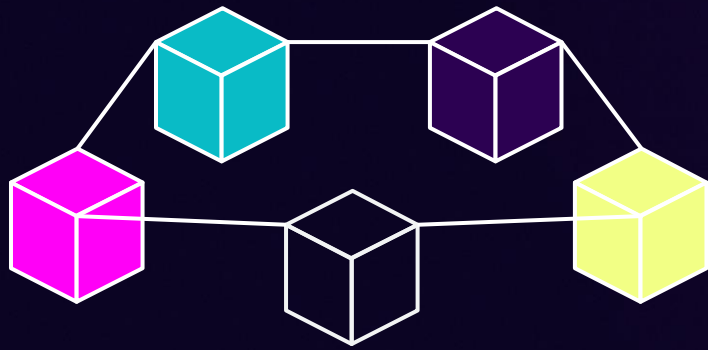


AWS Solutions Library



Enablement
on key services

What is an AWS solution?



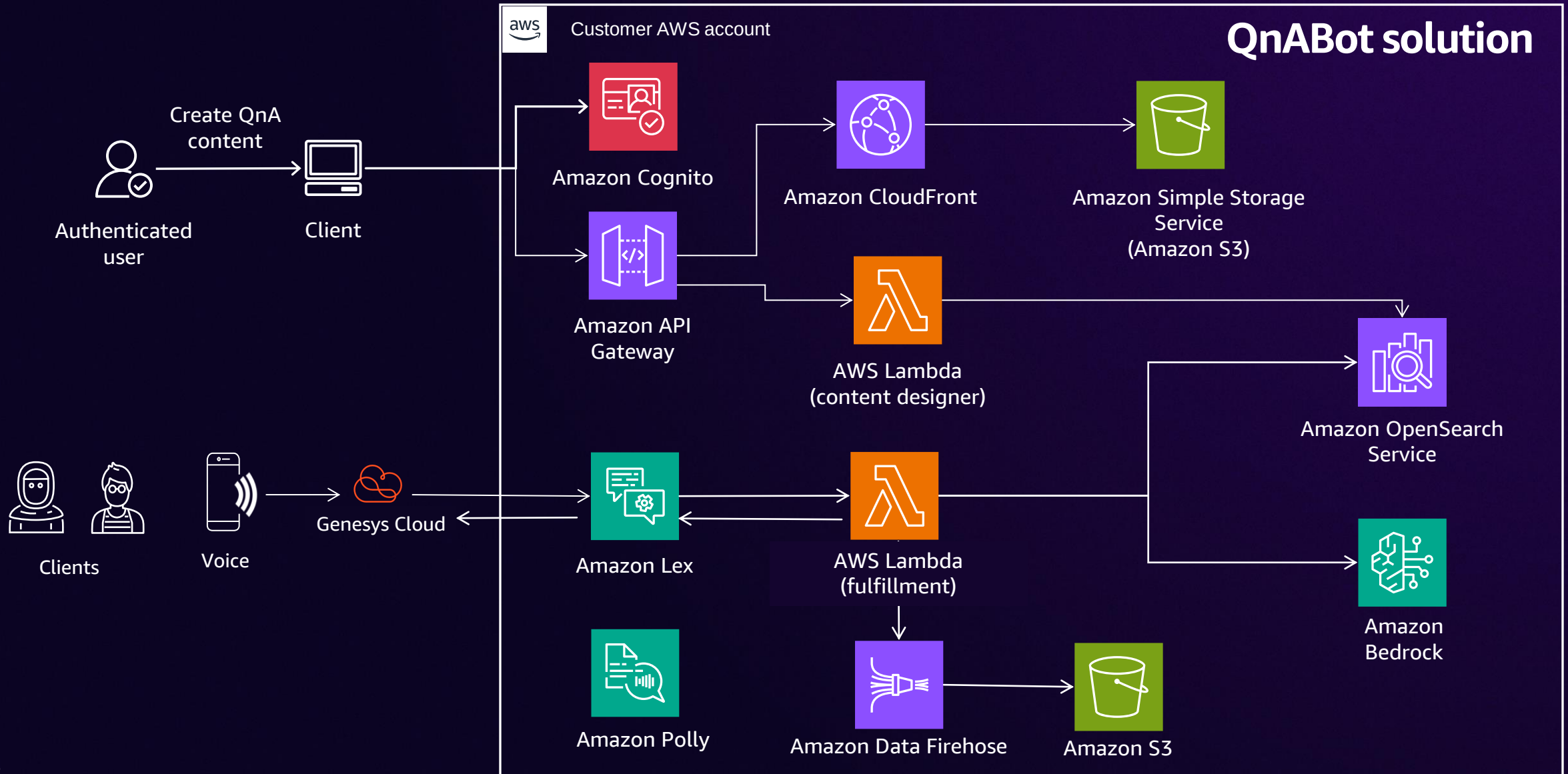
AWS Solutions Library

Services orchestrated, following best practices

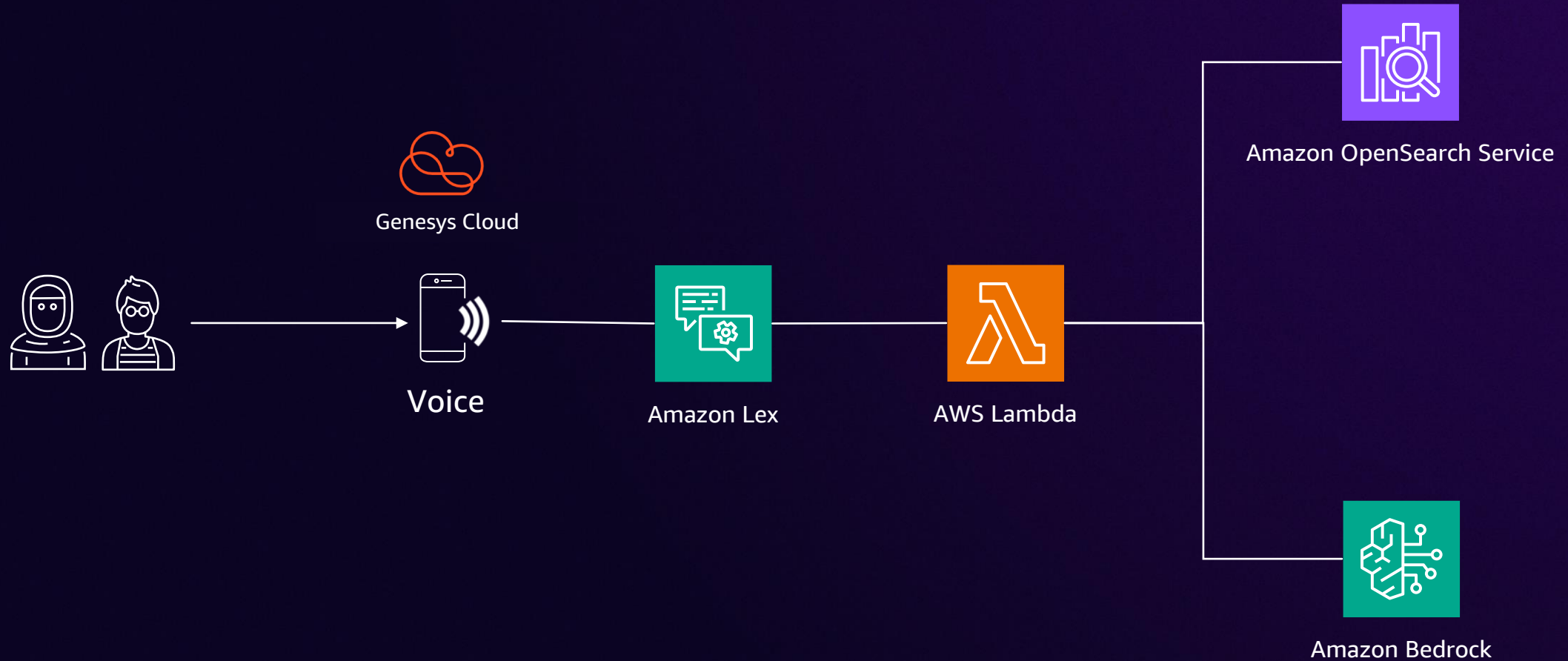
Opportunity to start fast and learn

Take the pieces useful for the case

Proof of concept



Which are the key services?





Going live

After **one month** of the team **preparing, testing, and configuring** the bot to answer FAQs, it started to operate in the Peruvian market



3,500 average daily calls



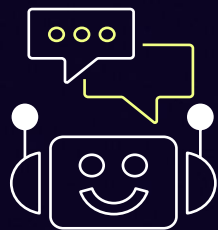
QA team listens to a sample of calls to **check accuracy**



Tech team applies **prompt changes** to **correct** behaviors



Results and learnings



Containment rate

5% of calls were answered
by the bot and not
transferred to an agent



Accuracy

85% of calls
were answered as
QA team expected



Faster resolution

5x faster
than agents

Non-technical learnings



Keep it **simple**

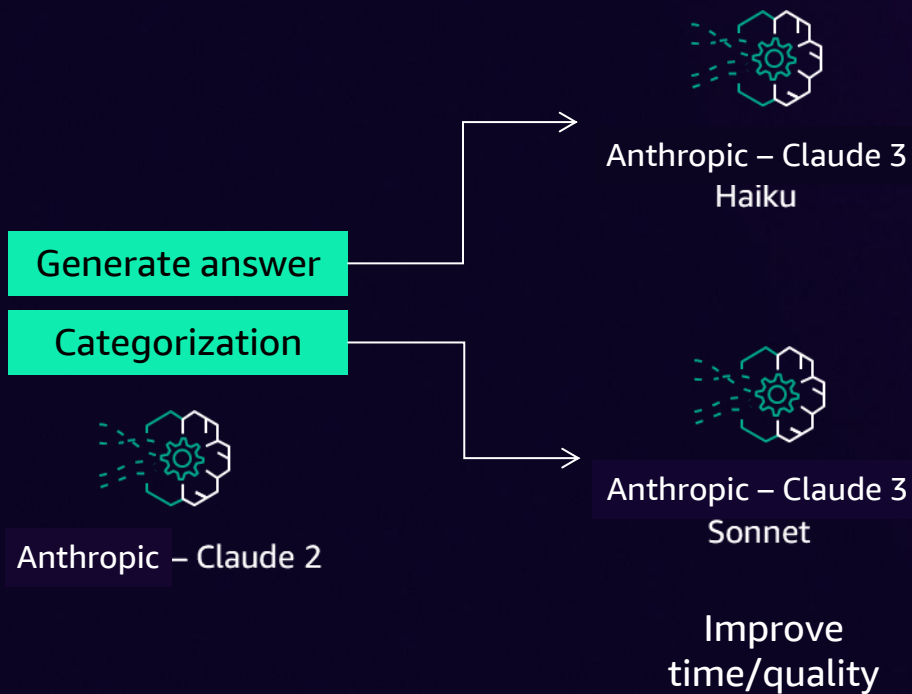
Be **transparent** with the
clients about **who** they
are **talking to**

Data is the most
important input

Fail fast, **test** fast,
fix, **learn**, and **move on**

Technical learnings

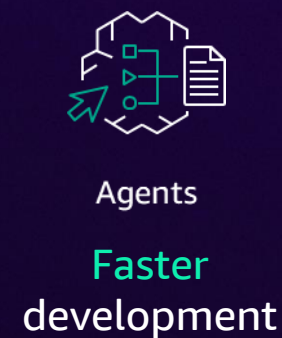
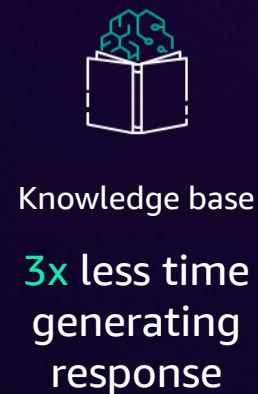
Fast adoption of new models



Automated test (serverless)



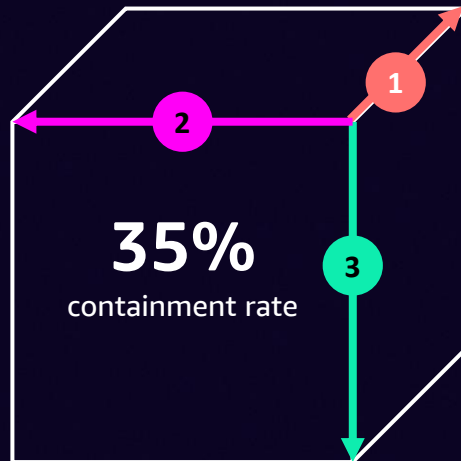
Fast adoption of new Bedrock features





Committed to growth!

MVP iterations explore more markets and features



Functionalities

Client segmentation

Channels

- 1 FAQ – customized information
- 2 + Languages, markets
- 3 Voice

Keep tracking results



Containment
rate

32% (+27pp)
calls answered by the bot
and not transferred to
an agent



Accuracy

85%
of the calls were
answered as QA team
expected

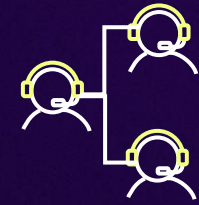


Agent NPS

15% on calls attended
only by agents

vs

36% on calls attended
by agents deflected by the
bot



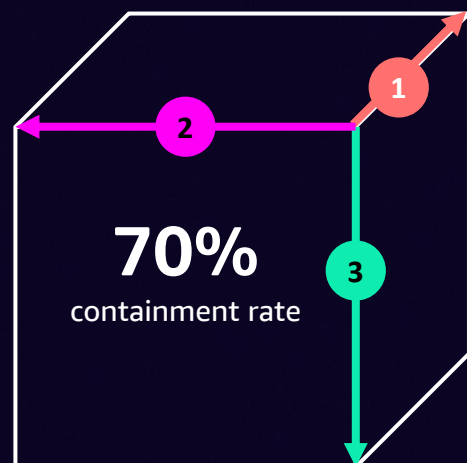
Transference

7pp fewer transfers
between agents



2025 and beyond goal for self-service assistant

More markets and customer segments



Functionalities

Client segmentation

Channels

- 1 FAQ – Customized information – moderated complexity transactions
- 2 Languages, markets, customer tiers: Main three languages
- 3 Voice, instant messaging, email, social media



The future of **AI** in LATAM airlines service transformation

Expand coverage for customer service

Increment channel, clients' tiers, and functionalities

Career development

Training tools, capacity planning, engagement

Predictive and prescriptive models

Advanced data models to mitigate legal claims and increase loyalty

Biometrics

Fraud prevention and easy access to lounges or boarding

Visual AI

Analyze flows and guarantee process compliance

Bot persona

Position LATAM in different channels with AI

The sky is the limit . . .

Thank you!

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