

PORTFOLIO CASE STUDY

Agentic AI for Post-Disruption Customer Recovery

SkyWave Airlines × Netomi Agentic AI Platform

Agentic Product Analyst Role Demonstration | Q2 2025 | Discovery → Architecture → Deployment

Executive Summary

The Challenge

SkyWave Airlines faces a 400–600% surge in contact center volume during IROPS events. Average wait times hit 47 minutes. Agents manually rebook passengers, issue compensation, and field status calls — all simultaneously.

The Solution

Deploy ARIA — an Agentic AI agent on Netomi's platform — to autonomously handle rebooking, compensation, proactive outreach, and baggage inquiries across voice, chat, SMS, and WhatsApp.

The Outcome

70%+ contact containment. CSAT from 3.8 to 4.2+. Cost per contact reduced from \$14.20 to under \$6.40. Proactive outreach to 85% of impacted passengers within 5 minutes of IROPS declaration.

70%+

Containment Rate

vs 0% today

4.2/5

CSAT Score

from 3.8 baseline

\$6.40

Cost per Contact

from \$14.20 today

85%

Proactive Outreach

of pax in 5 min

The Problem: IROPS Creates Unmanageable CX Spikes

47 min

Average hold time during IROPS events

400–600%

Volume spike in first 90 minutes

\$2.1M

Annual cost of reactive-only contact model

11 min

Avg. handle time per rebooking — 60% manual lookup

0%

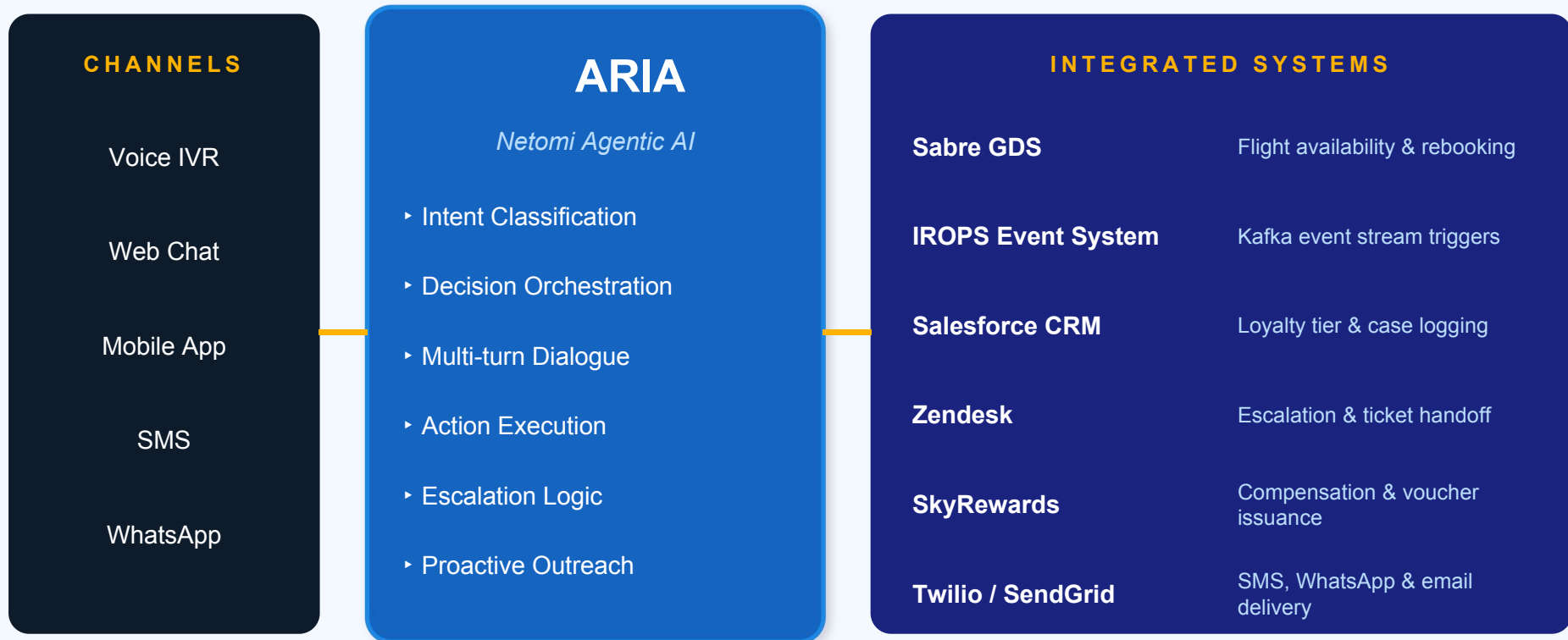
Proactive passenger outreach during IROPS today

3.8 / 5

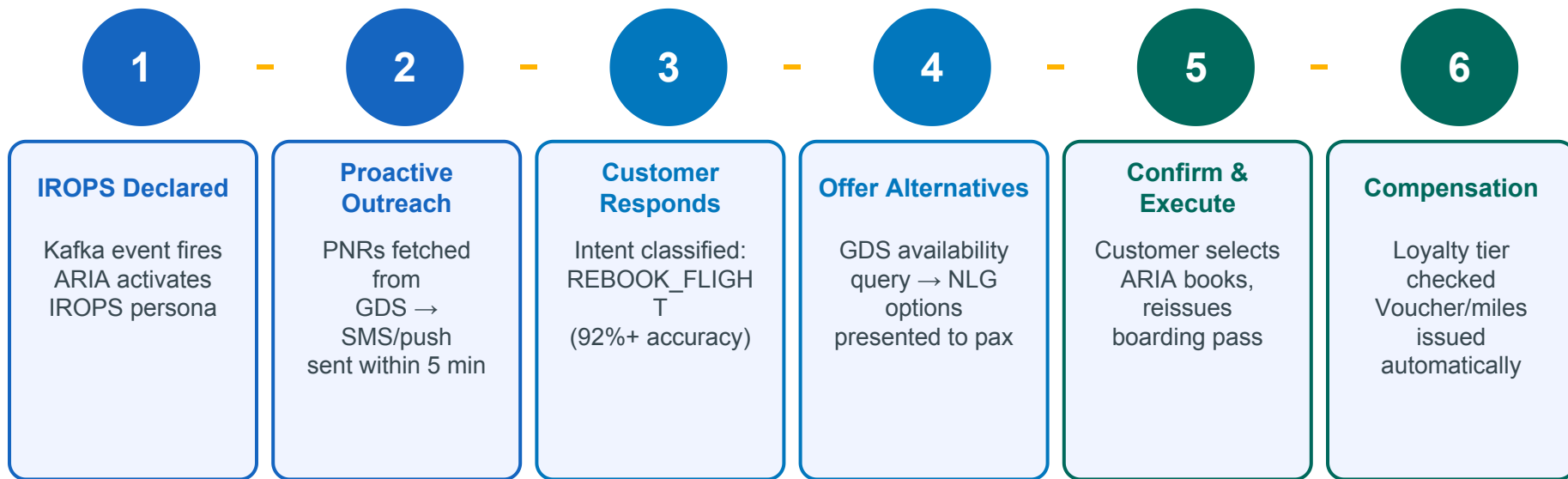
Post-IROPS CSAT — below airline industry standard

Solution Architecture: ARIA Agentic AI

Netomi's no-code agentic platform orchestrates across 8 enterprise systems and 5 customer channels



ARIA Agent Workflow: IROPS Rebooking (Happy Path)

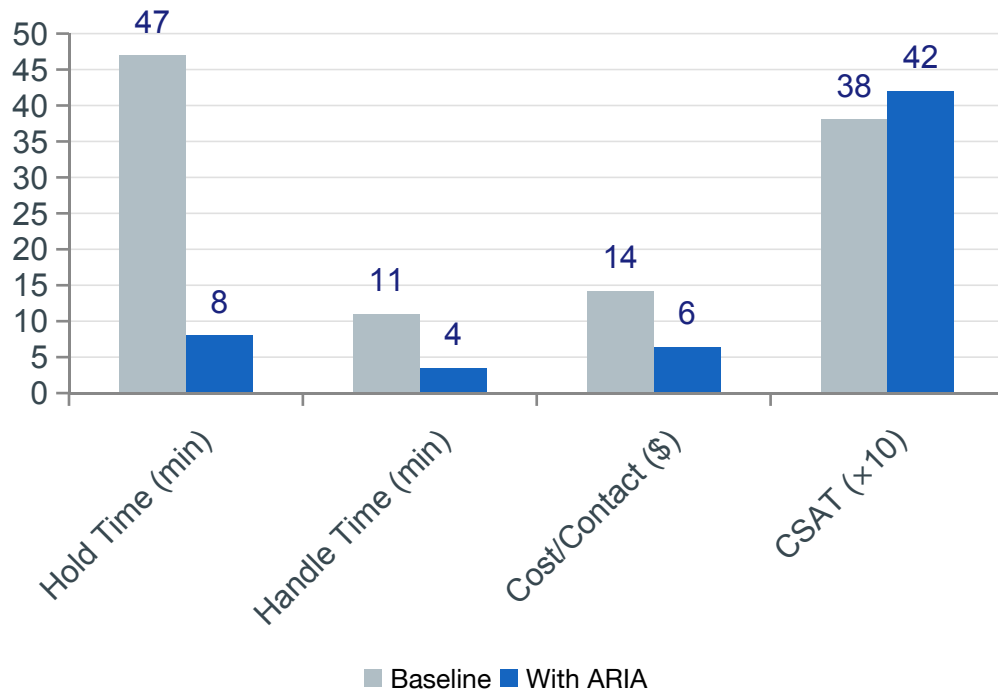


ESCALATION GUARDRAILS

Customer requests agent → Immediate transfer | 3 disambiguation failures → Mandatory escalation | Confidence < 0.72 → Soft offer
| Unaccompanied minor → Human always

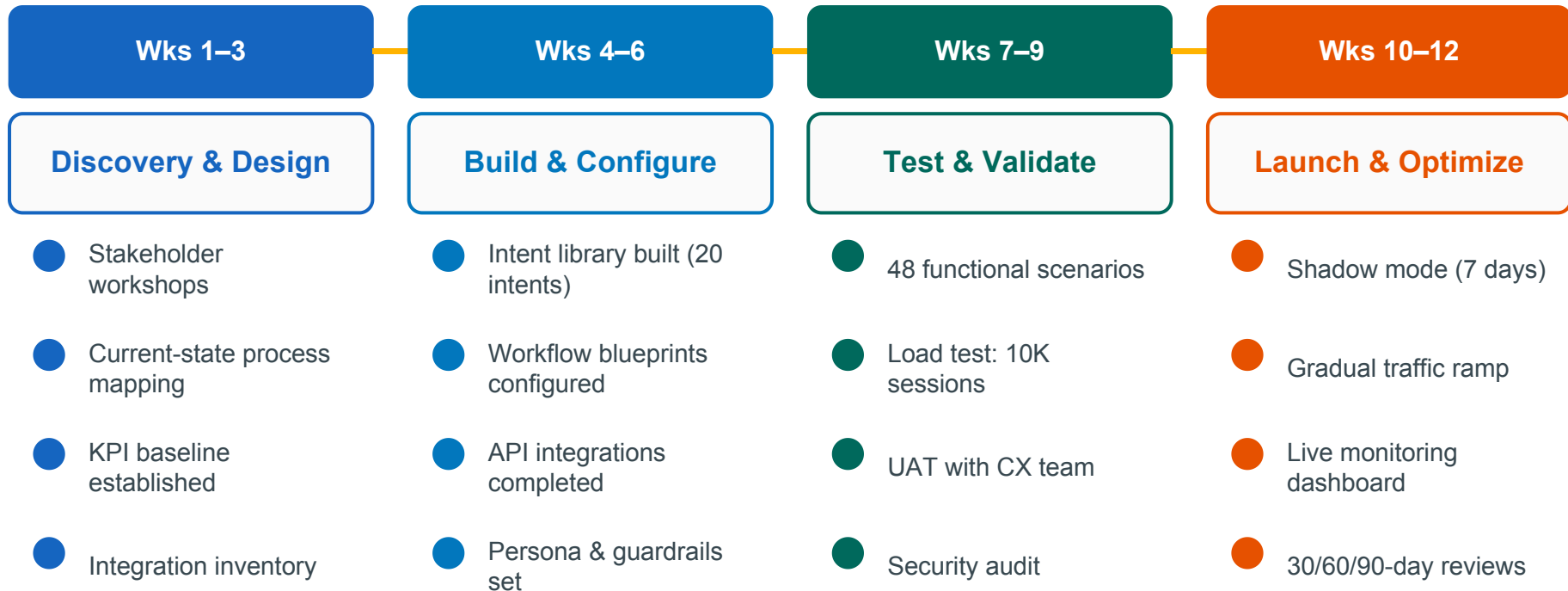
Business Impact & ROI Projection

Before vs. After ARIA Deployment



Annual contact volume (IROPS)	180,000
Baseline cost per contact	\$14.20
Baseline annual CX cost	\$2.56M
With ARIA — containment 70%	54,000 human contacts
New cost per contact (blended)	\$6.40
New annual CX cost	\$1.15M
Annual Savings	\$1.41M
Netomi Platform Cost (est.)	\$320K/year
Net Annual ROI	\$1.09M
Payback Period	< 4 months

Deployment Roadmap — 12-Week Plan



✓ Week 3: Design freeze ✓ Week 6: Integration complete ✓ Week 9: UAT sign-off ✓ Week 12: Full production launch

Why This Matters

- ARIA transforms IROPS from a CX liability into a competitive differentiator
- Proactive, autonomous resolution sets a new standard in airline customer experience
- Scalable to 10,000+ simultaneous sessions without additional headcount
- Every interaction logged, auditable, and continuously improvable via Netomi analytics
- Proven architectural pattern — extensible to baggage claims, upgrades, and loyalty