aws partner network

Executive Summary

Ryanair, Europe's largest airline, has deployed Cation Consulting's leading 'conversational AI' platform Parly, to automatically handle thousands of customer enquiries every day, and provide meaningful, instant responses to those enquiries before they reach any contact centre.

Move With Speed and Intelligence

As part of their customer care improvement initiatives, Ryanair wanted to offer access to support 24/7 and allow customer care agents to spend more time on customers that have more challenging needs that require a human touch.

As Europe's largest airline, Ryanair operates across multiple channels and languages; proactively and reactively with lightning speed, to deliver a superior customer experience given fast paced changes in local and regional travel restrictions throughout both covid and the post-covid era.

Without the use of efficient customer service solutions, higher demands are placed on Ryanair's international customer service teams.

Adopting Multilingual Machine Learning Conversational Interfaces

Within the context of this program, the adoption of Parly enables Ryanair customers to contact the airline through multiple channels, including live chat and social channels and get the answers they need without any delay. Through the adoption of 'Natural Language Processing' and Artificial Intelligence, Parly understands user requests in multiple languages and upon the basis of that understanding delivers the right answer to the customer; or take the customer through the required business operations, be it provide details on self-service, real-time data on travel restrictions, COVID based flight refunds, flight status etc.

An AWS Native SaaS, Serverless Solution

Through the fulfilment of multilingual, multichannel conversational AI, Cation Consulting's Parly platform was used to bootstrap the broad spectrum of functional and non-functional requirements, including channel management, content integration, CMS integration, perpetual learning and reporting; in addition, non-functional requirements and alignment to the AWS Well Architected Framework.

Parly leverages Amazon Lex and Amazon Sagemaker for Natural language understanding, in addition to Amazon Translate and Amazon Comprehend services for features such as translation, language detection and sentiment analysis. Parly utilized AWS Lambda for all compute requirements, in addition to a fleet of data storage and search services, including Aurora Serverless, DynamoDB, S3 and Amazon Opensearch Service.

About Ryanair

RYANAIR

Ryanair Holdings plc, Europe's largest airline group, is the parent company of Buzz, Lauda, Malta Air & Ryanair DAC.

Carrying 154m guests p.a. on more than 2,400 daily flights from 82 bases, the group connects over 200 destinations in 40 countries on a fleet of over 470 aircraft, with a further 210 Boeing 737s on order, which will enable the Ryanair Group to lower fares and grow traffic to 200m p.a. by FY25.

Ryanair has a team of over 19,000 highly skilled aviation professionals delivering Europe's No.1 on-time performance, and an industry leading 34-year safety record.

Rapid Feature Updates & Perpetual Learning

In tune with the rapid rate of change in the travel industry, architecting around a well-defined set of interfaces and AWS SaaS allows the timely delivery of new features and capabilities; for example, to align to international changes in COVID travel restrictions, to aid in simpler customer self-service or to analyze usage patterns to identify issues of concern.

Parlys' Perpetual Learning framework also allows the measurable improvement in the NLP models interpretation of customer query. With the ability of the platform to incorporate hints or guidance, the system becomes smarter with exposure to customer queries, mimicking the relationship between a team member and supervisor.

"Parly is an ever-evolving platform, growing the increasing capabilities of Machine Learning, which was born on Amazon Web Services (AWS)" said Alan Kiernan, Cation's' CTO, "Selecting AWS as our core technical platform allows us move incredibly quickly and offer compelling cutting-edge solutions to customers of all sizes. The ability to access services like Amazon SageMaker and Amazon Lex helps us to simplify machine learning and enables our developers to build and deploy models and applications in days rather than months"

Delivering Success

Since its original launch and expansion across languages and channels, Parly has handled millions of customer queries, currently across 7 languages and 5 channels with a first point of response accuracy approaching 80%.

Built natively on AWS, Parly has proven to scale seamlessly given social change conditions resulting in unpredictable changes in service consumption, such as the impact of COVID sourced international travel restrictions. Such scaling not only provides a resilient service but ensure a low TCO.

"Ryanair partnered with Cation to deploy an innovative Conversational AI, which has proven to improve our customer's experience." Said Tracy Kennedy, Director of Customer Services Design at Ryanair. "The platform has proved to be transformative, beyond the capability of conventional technologies; effectively handling tens of thousands of customer queries every day during Covid-19. We look forward to continuing to extend the Parly solution to additional channels and services throughout the business".

About Cation Consulting

Cation Consulting is an AWS Consulting Partner, Software Partner with Call Centre Intelligence, Conversational AI and Lambda Service Ready Competencies. Parly.ai, is Cations AWS Native Multilingual, Multichannel Conversational AI chatbot and live chat OOB and bootstrapping platform, deployed by leading enterprises include Ryanair DAC and the RSA Insurance group.

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