

AIR INDIA ENHANCES CUSTOMER SUPPORT WITH MULTILINGUAL SERVICE

First Indian airline to provide additional customer support in seven Indian languages

GURUGRAM, 27 August 2024: Air India, India's leading global airline, has introduced seven new languages to its round-the-clock customer support services. Customers may now opt for service in Bengali, Kannada, Malayalam, Marathi, Punjabi, Tamil and Telugu in addition to the existing Hindi and English.

As a country, India has incredible linguistic diversity and several dialects spoken across the length and the breadth of the country. By integrating these seven Indian languages, Air India aims to elevate customer experience and provide a more accessible experience for passengers who prefer to communicate in their native languages. The enhanced Indian language support reflects the airline's vision of being a 'global airline with an Indian heart'.

Air India's IVR system will now automatically recognise the customer's language preference based on user's mobile network, eliminating the need to manually choose a language, and thus reducing the response time.

"The introduction of multilingual support in Indian languages marks a significant milestone in our transformation journey. By integrating these Indian languages into our customer support services, we are not only expanding our reach but also strengthening the relationship with our customers, ensuring that every interaction with Air India feels familiar and inclusive." said **Rajesh Dogra, Chief Customer Experience Officer, Air India**

Recently, Air India has deployed five new contact centres, offering round-the-clock assistance to its customers worldwide with dedicated desks for premium and frequent flyers. Special assistance in Indian languages to Air India customers will be available from 0800 hrs to 2300 hrs IST, every day. In addition, the airline implemented a comprehensive back-office insourcing strategy to manage emails, social media, and chat support in-house which has significantly improved the quality and efficiency of customer support services.

About Air India:

About Air India Founded by the legendary JRD Tata, Air India pioneered India's aviation sector. Since its first flight on October 15, 1932, Air India has built an extensive domestic network with non-stop flights to cities around the world, across the USA, Canada, UK, Europe, Far-East, South-East Asia, Australia, and the Gulf. After 69 years as a government-owned enterprise, Air India and Air India Express were welcomed back into the Tata group in January 2022.

Air India is navigating through a major five-year transformation roadmap under the aegis of Vihaan.AI, with an ambition to become a world class airline with an Indian heart. The first phase of this transformation, the taxi phase was recently concluded, and focused on fixing the basics. These included bringing back to service many long grounded aircraft, addition of talent across flying and ground functions, rapid upgradation of technology and strengthening of customer care initiatives amongst others.

A member of Star Alliance, the largest global airline consortium of leading international airlines, Air India offers seamless connectivity and facilities to passengers all over the world.

PRESS CONTACTS:

AIR INDIA	ADFACTORS PR
Swatee Dobriyal swatee.dobriyal@airindia.com	Bhavna Saini/ Ranjini Majumdar airindia@adfactorspr.com +91 7988644903

