



CXEX for Travel & Hospitality

Introduction

Overview

CXEX turns guest and traveller conversations into operational intelligence — improving booking conversion, complaint triage, loyalty outcomes and operational resilience. By combining real-time alerts, multilingual analytics and journey mapping, CXEX helps travel brands reduce refunds, speed claims handling and optimise agent performance.

Why this matters in financial services

Customer experience is the differentiator in travel & hospitality. Small failures (missed promises, miscommunication on refunds or fees) can result in public complaints, costly refunds and lost loyalty. Rapidly surfacing issues at scale prevents escalation and protects brand reputation.

Reservation conversion optimisation:

- Analyse failed booking attempts, detect friction points (payment failures, unclear pricing) and update scripts to improve conversion.

Refund & chargeback triage:

- Surface calls with refund requests or disputed charges and attach evidence to payment processor disputes.

Guest recovery prioritisation:

- Identify high-value guests with negative sentiment quickly and route to VIP recovery teams with recommended remediation.

Operational alerts for disruptions:

- Identify spikes in disruption-related calls (flight delays, cancellations) and alert ops teams to scale resources or push proactive communications.

Agent coaching for upsells & compliance:

- Provide targeted coaching clips and micro-learning based on agent performance in selling ancillaries and explaining fees.

Practical Use Cases