



# CASE STUDY



Elevating Customer Experience: A Seamless Salesforce Service Cloud & Feedback Management Implementation for IndiGo Airlines

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# OVERVIEW

Indigo Airlines, a prominent player in the aviation industry with a daily influx of 2.5 lakh passengers, sought to revolutionize its customer service and feedback management processes.

## BACKGROUND

IndiGo Airlines, operated by InterGlobe Aviation Ltd., is India's largest carrier by passengers carried and fleet size. Founded in 2005 and commencing operations in August 2006, the low-cost airline has grown to a fleet of 437 Airbus narrow-bodies serving 125 destinations (91 domestic, 34 international). With a 64% share of India's domestic market and more than 118 million passengers flown in 2025, its relentlessly efficient, single-class model and high aircraft utilisation have helped it become one of the world's largest airlines by passenger volume and the second largest in Asia.

IndiGo fields 20,000–60,000 customer interactions per day across voice, email, social media, webchat, mobile app, kiosks, and in-flight Wi-Fi channels.



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# CHALLENGES

Indigo Airlines, sought to revolutionize its customer service and feedback management processes. Collaborating with TechMatrix, a trusted Salesforce Consulting & Implementation partner, Indigo embarked on a journey to enhance customer satisfaction, streamline case management, and elevate overall service quality.

## **DIVERSE CASE SOURCES**

Indigo faced the challenge of managing cases originating from various channels, including social media, CTI (Computer Telephony Integration), and the official website.

## **FEEDBACK COLLECTION**

The airline aimed to implement a robust system for collecting and analyzing customer feedback and Net Promoter Score (NPS) data.

## **SCALABILITY**

With a massive daily passenger count, scalability was a critical consideration to ensure that the system could handle the dynamic nature of the airline industry.

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# SOLUTIONS

To address IndiGo's complex customer service challenges, TechMatrix implemented a comprehensive Salesforce Service Cloud solution. The deployment unified multiple disconnected support channels into a single, AI-powered omnichannel platform.

## UNIFIED CASE MANAGEMENT

A centralized system was established to capture cases from social media, CTI, website, and other sources. This unified approach allowed Indigo's customer service teams to efficiently handle cases with a 360-degree view of each customer interaction.

## FEEDBACK MANAGEMENT SYSTEM

TechMatrix Consulting developed a sophisticated feedback management system integrated with Salesforce, enabling Indigo to collect, analyze, and act upon customer feedback in real-time. This system also included NPS tracking to gauge customer loyalty and satisfaction levels.



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# AUTOMATION AND AI INTEGRATION

Leveraging Salesforce automation features and AI capabilities, repetitive tasks were automated, freeing up valuable human resources for more complex customer interactions. This not only improved efficiency but also reduced response times

This allowed customer service operations to focus on more complex and high-value interactions, significantly enhancing operational efficiency. As a result, response times were reduced, service consistency improved, and the overall customer experience became more streamlined and responsive.

## FUTURE-READY SYSTEM

This scalable architecture not only maintained consistent performance during peak travel periods and disruption events but also positioned IndiGo to easily incorporate future channels, services, or automation enhancements as business demands evolved.



## SCALABLE ARCHITECTURE

TechMatrix designed the solution with scalability in mind. The system could seamlessly accommodate the high volume of daily passengers, ensuring consistent performance and responsiveness. The platform ensured seamless data flow and system responsiveness across all customer touchpoints.





# RESULTS

By deploying a robust integrated Salesforce Service Cloud & Feedback Management system, TechMatrix enabled IndiGo to scale customer support for triple-digit passenger growth while cutting costs and elevating traveller sentiment.

## ENHANCED CUSTOMER SERVICE

The unified case management system led to a significant improvement in the efficiency of handling customer queries and issues, resulting in a streamlined and enhanced customer service experience.

## IMPROVED NPS SCORES

With the NPS tracking integrated into the system, Indigo could closely monitor and improve its Net Promoter Score, reflecting increased customer loyalty and advocacy.

## REAL-TIME FEEDBACK INSIGHTS

The implementation of the feedback management system empowered Indigo to gain real-time insights into customer sentiments and preferences, enabling proactive measures to improve overall customer satisfaction.

## AI-POWERED OPERATIONAL EFFICIENCY

Automation and AI integration not only improved response times but also allowed Indigo's customer service teams to focus on more strategic tasks, leading to enhanced operational efficiency.

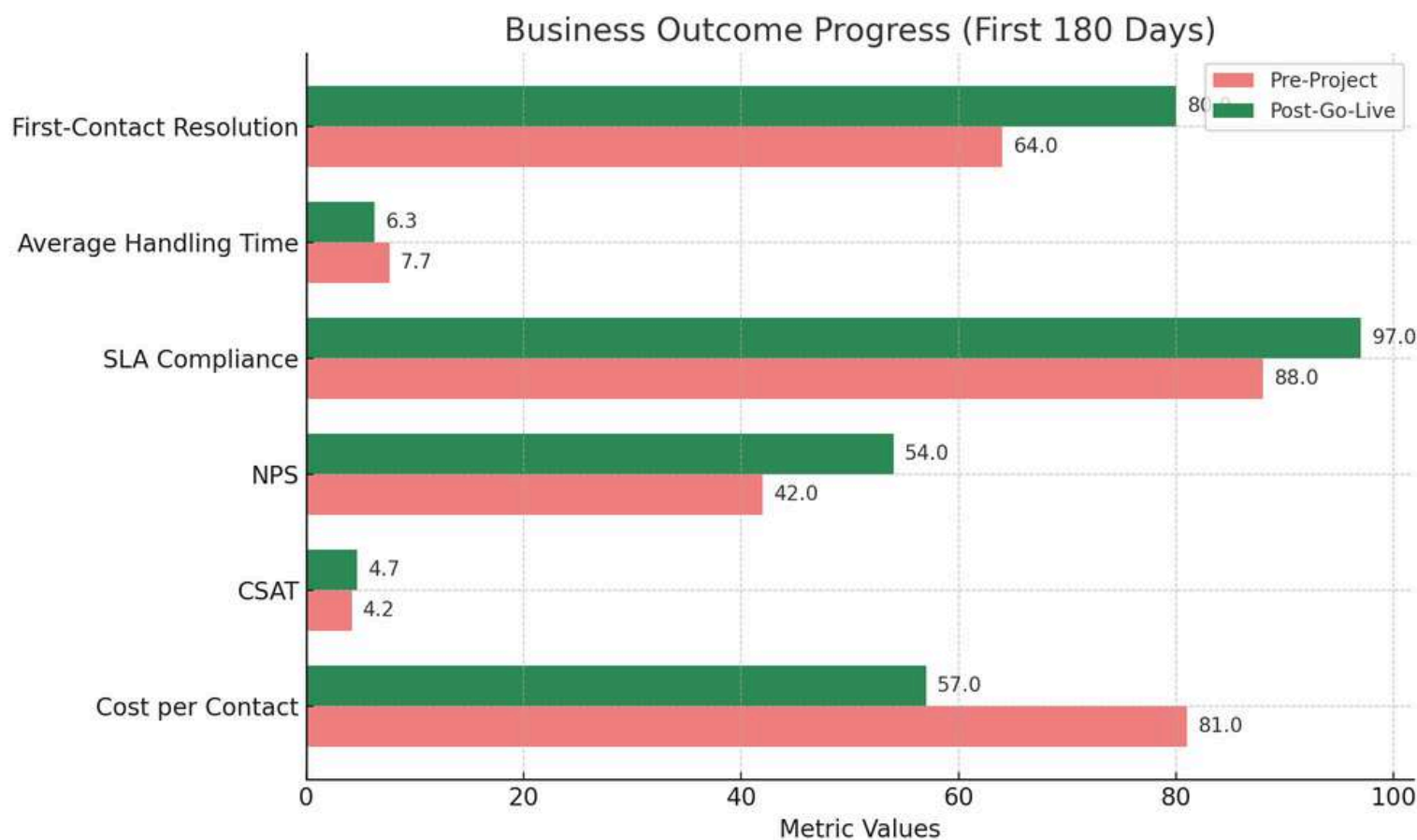
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# SIX MONTHS PROGRESS

The progress graph visualises how IndiGo’s service performance surged during the first 180 days on Salesforce Service Cloud.

these gains confirm that TechMatrix’s scalable, AI-powered solution not only elevated customer experience but also delivered measurable operational savings.



Here's a progress graph illustrating the improvements across key business metrics in the first 180 days post-implementation of Salesforce Service Cloud for IndiGo Airlines. It highlights the significant gains in resolution rates, service efficiency, and customer satisfaction, along with reductions in handling time and cost per contact.



# CLIENT FEEDBACK

Our collaboration with IndiGo Airlines was not only elevated customer satisfaction but also demonstrated how intelligent automation and real-time insights can drive measurable impact in one of the world's fastest-growing aviation markets. It's more than just a technology upgrade—it's a strategic leap toward experience-led service excellence.

## TESTIMONIAL

"Whenever we had an issue, TechMatrix would proactively come up with solutions.

They were committed to working seamlessly with Salesforce and our internal teams, staying up nights if necessary, to deliver the project on time."

**CHARU VERMA, VICE PRESIDENT – DIGITAL, INDIGO**

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# THANK YOU!

Inspired by IndiGo's success story?

Get in touch with us to start your journey toward innovative AI-Powered business automations.



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