

# Improving customer experience with Gen AI

## Overview

Generative AI has a wide application in the aviation industry. It can be used for design optimization of aircraft, for pinpointing materials or production, for predictive maintenance, and for training and simulation. This could be the future of the aviation industry.

Using Gen AI, travel recommendations and promotions may be made for clients in a more tailored way. Travel can be optimized using Gen AI, which can engage with clients through personalized offers based on user-provided data. With its ability to adapt, Gen AI can offer customized back-off services. Even if there was a communication breakdown between the airline and the passenger, it could still utilize the previous data to enhance their experience.

## Features

- Tailored Promotions
- Personalized offers
- Customized back-off services
- Post-disruption communication

