



Turn turbulence into trust

5 imperatives to turn travel disruption into loyalty wins





Loyalty is built on disruption

Flights get canceled, hurricanes happen, networks malfunction at the worst possible moment. That's just life in the travel business, and there isn't a whole lot you can do to prevent it.

But here's what separates the companies people actually stick with from the ones they leave the second they find something better: it's not about being perfect. It's about being there when everything goes sideways.

Because loyalty isn't built when everything's running smoothly. It's built in the mess.

Let's review five imperatives to manage guest disruptions with speed and empathy.

01.

Shape emotional journeys, not a transaction

Anyone can throw a credit voucher at a problem and call it a day. That's easy. But people expect more than quick resolution—they want to know you actually care.

When everything's falling apart, they're not thinking "I hope I get 10% off my next trip." They're thinking "Does this company even see me as a human being?" A rebooked flight fixes the logistics. But remembering they're a gold member who had a nightmare experience last Christmas?

Now that's real service.

Here's how to make it happen

If you want guests to feel recognized—not just rebooked—you need agents who go beyond logistics.

- Equip agents with complete guest profiles so loyalty status, booking history, and prior interactions are surfaced in seconds.
- Train for empathy-first recovery, building in personalization touchpoints that show genuine care.
- Guide agents with real-time coaching, nudging tone and offers so responses match the moment.

Success story

One global accommodation platform boosted guest satisfaction to NPS 61 and hit 100% accuracy at launch just by using Foundever's empathy-based training and advanced tools.

25%

Twenty-five percent of dissatisfaction stems from low service quality and personalization issues.



Here's how to make it happen

If you want to turn disruption into trust, you need to be the brand that connects the dots.

- Integrate travel data across partners so flight, hotel, and rental updates all land in one place.
- Automate notifications between providers, ensuring when one segment shifts, the rest adjust in real time.
- Use an omnichannel approach to maintain context, so guests don't have to repeat themselves when moving from app to phone to chat.

64

A sixty-four-minute flight delay is enough to trigger passenger agitation.

02.

Break down service silos

Your customers don't care that your airline system doesn't talk to your hotel system, and your hotel system definitely doesn't play nice with the rental car folks. They just know that when one thing goes wrong, suddenly their entire vacation is at risk.

But here's the opportunity: be the company that catches all those falling pieces. When you can rebook the flight and keep the hotel room and make sure the car's still there, you're not just fixing a trip. You're making disruption manageable.

03.

Turn data into hyper-personalization

So you know how every travel company is sitting on this massive pile of customer data? They know Sarah always books aisle seats, hates early flights, and had issues in Chicago last summer. But then Sarah calls with a problem and suddenly they're treating her like a total stranger.

The companies that get it right? They actually use what they know.

They rebook her for an afternoon flight, upgrade her seats because of the whole Chicago mess, and offer her a lounge pass so she can get some rest.

Here's how to make it happen

If you want to prove you're paying attention, you need to mine the data you have and put it into action.

- Segment customers by booking and disruption history so high-value and high-risk travelers don't slip through the cracks.
- Set recovery guidelines by tier, ensuring the response matches both the issue and the customer's relationship with your brand.
- Use predictive models and AI-driven coaching to flag patterns and guide agents toward the most personal, effective recovery.

Success story

A multinational hotel group used Foundever analytics to push FCR to 95%, cut repeat issues, and enabled personalized, sentiment-driven recovery.

38% Thirty-eight percent of travel brands struggle with data integration.



Here's how to make it happen

If you want agents to deliver fast fixes without losing the human touch, you need to pair people with tech that takes the grind off their shoulders.

- Automate routine workflows like voucher generation and simple rebookings, so agents can focus on complex cases.
- Give agents AI-driven prompts that surface the best recovery options for each profile and situation.
- Use smart routing to funnel high-risk or emotionally charged cases to your most experienced people.

Success story

We built a GenAI-powered assistant for a cruise line that helped sort through large volumes of customer feedback data. Result? 87% less processing time.

82%

Eighty-two percent of disrupted travelers want a human on the line, not a bot.

04.

Augment human skill with AI & automation

Look, we get it—everyone talks about "human touch" and "empathy" like that's some magic wand that fixes everything. And yes, caring matters. But it doesn't rebook 200 passengers when the system's on the fritz and there's a line of angry travelers snaking around the terminal.

That's where intelligent automation comes in. Bots take on the routine, repetitive tasks—and get smarter with every scenario. Meanwhile, AI-powered agent-assist tools work in the background, surfacing real-time recommendations so humans can focus on the messy, high-emotion moments that really need a personal touch.

It's teamwork. And when it works? Disruptions become manageable.

05.

Put a smart bot on the front lines

Picture this: flight's delayed, you're juggling kids and luggage, and you just need to know—is your hotel room still available or not?

Conversational AI can take the lead here. No runaround, just straight answers: "Yes, we still have your room reserved and will hold it until you arrive." These smartbots understand intent, detect urgency, and adapt tone to match the emotional state of the guest.

Because when travelers just need quick answers at 1 a.m. in three different languages? That's what they're actually good at.

Here's how to make it happen

If you want to hold onto trust in during high-risk moments you need to give travelers fast, and proactive updates without making them wait on hold. Here's how to make it happen:

- Deploy multilingual chatbots and voicebots to handle common travel and disruption needs—like rebookings or confirmations—on the spot.
- Integrate with travel systems—including GDS, PMS, web, and mobile platforms—for accurate, up-to-the-minute updates.
- Blend context-aware messaging with empathy, ensuring even self-service interactions feel human and protective of your brand trust.

Success story

We built a chatbot that nailed 94% understanding across 40,000+ sessions. Simple questions got instant answers, agents could focus on the real problems.

55%

Fifty-five percent of brands say loyalty has slipped in the last eighteen months.

Don't let loyalty jump ship

Ready to stop losing customers to disruption? Let's talk about how the brands that actually get it are turning "worst day ever" into "okay, we're definitely booking with them again."

Talk to a travel & hospitality CX expert