

# LOT Polish Airlines uses Genesys Cloud for first-class customer service



## Client profile

LOT Polish Airlines, Poland's national carrier, connects the country to the rest of the world through a network of over 100 routes across several continents. The airline flies more than 10.7 million passengers across the globe annually.

As passenger numbers increased year-on-year, LOT Polish Airlines saw a corresponding rise in customer queries and requests. This increase in the demand for customers service put growing pressure on its contact center. Working with NTT DATA, they modernized their contact center using Genesys Cloud CX, bringing all customer communication channels together on a single platform. This increased response times, improved agent efficiency and helped the airline provide the business-class service their passengers expected.



As passenger demand grew, our contact center became overwhelmed by contacts across multiple channels. We needed to consolidate our systems to deliver consistent, high-quality service.

NTT DATA's partnership approach gave us the confidence to move forward with a solution that matched our ambitions.”

**Marzena Szałańska**, Manager – CXO, PLL LOT

50%

reduction in response time on WhatsApp and Messenger

90%

stable answer rate

75%

drop in email response time

## Business need

### A single platform for all customer communication

As Poland's national carrier, LOT handles over 2.5 million contacts a year across phone, email, messaging apps and social media. As their passenger numbers continued to rise, so did the volume and complexity of customer inquiries. The contact center found it difficult to keep pace with the ever-increasing demand for support, particularly during the holiday period when contact volumes surged.

Data was spread across multiple systems, making it difficult for agents to get a full picture of customers and deliver a first-class passenger experience.

To provide the best customer experience and get the best return on investment on their contact center upgrade, LOT needed to change the way their contact support teams worked, so passengers could receive fast, seamless help no matter how they chose to contact the airline. LOT needed a platform that could bring all their communication channels together in one place — giving agents full visibility of customer interaction history and the ability to scale efficiently during peak travel periods.

## Solution

### A modern, cloud-based contact center

LOT Polish Airlines partnered with NTT DATA to modernize its contact center, improving the quality of customer service and meeting the day-to-day needs of their customer service teams. Our first step was to take the time to understand LOT's operational reality, their business challenges and their goals. Only then did we start looking into cloud contact center platforms.

This advisory-first approach helped identify a solution that would bring immediate improvements with room to adapt as their business evolved.

Together, we implemented a contact center solution built on the Genesys Cloud CX platform. By bringing all customer communication channels together — including phone, email, messaging apps and social media — agents gained a single, unified view of every customer's interactions with the airline, without switching between tools. This significantly improved response times and gave agents the confidence to handle interactions more efficiently, even during peak travel periods.

To minimize risk and maintain continuity of service, the transformation followed a phased rollout. Channels were gradually integrated, agents were trained along the way and go-lives were carefully timed — including during the busy summer season. We guided LOT through every step of the process, helping teams adopt the new platform and new ways of working.

Beyond implementation, we continued to work in formation with LOT to ensure the solution met real operational needs, while doing the groundwork for future innovation, including automation and AI-driven personalization.

## Outcomes

### A faster, more streamlined customer experience

By moving to a single, unified platform, LOT replaced four separate systems with one integrated environment, transforming how agents access information and support passengers. Contact center agents have a full picture of the customer, exactly when they need it. With all the information in one place, agents spend less time navigating different systems, and more time on quickly solving passenger problems and handling queries.

### Faster responses across every channel

With a single, unified platform, LOT reduced response times and maintained consistency across channels and time zones — even during peak periods. Calls were answered more quickly and the callback time reduced, even as the overall number of contacts continued to grow, making it easier for customers to get the support they need.

### A better experience for agents and passengers

With full visibility into customer interaction history, agents no longer need to switch between systems or manually piece together context. This reduced administration effort, allowing LOT contact center agents to focus on their passengers' needs. And passengers benefit from faster, more informed conversations with a single agent.

### A strong foundation for future growth

The cloud-based contact center is adaptive and flexible, allowing for future automation and AI-driven capabilities.

Visit [nttdata.com](https://nttdata.com) to learn more.

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