



CUSTOMER STORIES /



Virgin Atlantic gains \$28M three-year value from Genesys Cloud AI

Britain's second-largest airline, Virgin Atlantic has an ambition to be the most loved travel company. With its employees being at the heart of its business, the airline takes pride in its dedication to providing an exceptional customer experience. Challenged with skyrocketing volumes during the COVID-19 pandemic, Virgin Atlantic embarked on a journey to reimagine and transform its passenger experience with best-in-class digital technology. Now, with the Genesys Cloud™ platform, the airline has a comprehensive solution instead of a mix of siloed systems. This has led to shorter queues, greater efficiency and reduced system costs.

**\$28M
three-
year
value**

from Genesys
AI capabilities

**25-point
increase**

in CSAT year-
over-year

**220%
more
interactions
handled**

with Genesys
Web
Messaging

**20% of
contacts**

contained with
bots

**40%
reduction**

in agent
attrition

**10%
more
conversations**

with the same
resources

AT A GLANCE

Customer: Virgin Atlantic

Industry: Airline

Location: UK with global operations

Contact center: Around 550 concurrent agents

CHALLENGES

Legacy platforms with limited functionality, Multiple siloed contact channel platforms, Limited chatbot functionality, Lack of insight into why customers were contacting

PRODUCT

Genesys Cloud

CAPABILITIES

[Inbound](#), [Outbound](#), [Email](#), [Social media](#), [Web messaging](#),
[Chatbots](#), [Workforce engagement management](#)

ADDITIONAL RESOURCES

[Tech Talks Daily Podcast featuring Virgin Atlantic](#)

"Genesys allows us to drive our AI strategy forward together. When we compare Genesys Web Messaging to our previous offering, we are closing 220 percent more conversations. So, we've actually doubled our efficiency."



Louise Phillips

VP Customer Centers, Virgin Atlantic

"The best thing about Genesys Cloud is that everything is unified. We have rich, real-time data and a much more enjoyable agent experience."

Rob Smith

Head of Contact Centres, Virgin Atlantic

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