

CASE STUDY · CUSTOMER EXPERIENCE OPERATIONS

4 MIN *TO 90 SEC*

AVERAGE RESPONSE TIME · **62% REDUCTION IN 8 WEEKS**

A UK AIRLINE TICKETING PLATFORM
WAS LOSING CUSTOMERS TO SLOW
SUPPORT.
HERE IS WHAT CHANGED.

UK AIRLINE TICKETING INDUSTRY · EMBEDDED CX OPERATIONS · AI-ASSISTED WORKFLOW

MENTAL FORGE MEDIA
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THE SITUATION

WHAT WAS GOING WRONG

Before Mental Forge Media was brought in, five problems were compounding.

01 RESPONSE TIMES WERE TOO LONG

Average first-response time exceeded 4 minutes. In airline ticketing, where customers are stressed and comparing options in real time, 4 minutes is a lost customer.

02 CSAT WAS DROPPING

Customer satisfaction scores had slipped to 3.8 out of 5.0. The team was busy, but that busyness was not translating into customer satisfaction.

03 ESCALATIONS WERE PILING UP

Agents were escalating too often and too quickly. The Tier-2 team was absorbing volume that should have been resolved at first contact.

04 NEW AGENTS TOOK TOO LONG TO RAMP

Onboarding a new support agent took 3 to 4 weeks before they were consistently productive. No clear SOPs, no structured training path.



THE PROBLEM WAS NOT THE *PEOPLE.*

The agents were working hard. The problem was that every agent was solving problems differently because **there was no system telling them how to solve them well.** No standardized operating procedures. No AI integration in the live workflow. No mechanism for catching mistakes in real time. The result: inconsistency at scale. And inconsistency in CX means **unpredictable customer outcomes on every single interaction.**

SOP COMPLIANCE BEFORE

60% compliance meant four out of ten interactions were handled inconsistently, creating unpredictable outcomes.

ESCALATION PATTERN

Agents defaulted to escalation when uncertain rather than resolving within their authority. A training gap, not a staffing gap.

AI TOOLS STATUS

Tools existed but were not embedded in the actual workflow. Available in a tab. Disconnected from how agents actually worked.

WHAT WE BUILT

Three systems, working as one. People carrying the process. AI amplifying both.

P1

PEOPLE — THE 5+1 MODEL

We embedded a trained CX team operating on MFM's proprietary **5+1 Model**: each agent managing five simultaneous conversations, with AI functioning as a silent sixth layer. Not replacing judgment. Removing the gaps between it.

P2

PROCESS — SOPS BUILT FROM SCRATCH

Every scenario mapped. Every interaction type documented. We did not patch the old SOP. We built a new one that covered edge cases, escalation gates, and resolution ownership. **SOP compliance went from 60% to 95%.**

AI

AI LAYER — INTEGRATED, NOT BOLTED ON

AI tools were wired into the live workflow, not available as a tab agents might open. Suggested responses, real-time context, gap flagging. **Agents stayed in control. AI made them twice as fast.**

RESULTS

THE NUMBERS

Eight weeks of embedded operations. Four metrics that tell the whole story.

AVG. RESPONSE TIME

~~4 MINUTES~~

90s

62% faster first response, consistently

CSAT SCORE

~~3.8 / 5.0~~

4.7

Same customer base, same ticket volume

ESCALATION RATE

~~BASELINE RATE~~

-45%

Fewer cases pushed to Tier-2 team

AGENT PRODUCTIVITY

~~1X OUTPUT~~

x2

Same headcount. Twice the resolved volume.

DETAILED RESULTS

FULL BREAKDOWN

Every metric tracked from day one to week eight. No cherry-picking.

METRIC	BEFORE	AFTER	CHANGE
RESPONSE TIME	4 min	90 sec	-62%
CSAT SCORE	3.8 / 5	4.7 / 5	+24%
ESCALATION RATE	Baseline	Reduced	-45%
AGENT PRODUCTIVITY	1x output	2x output	+100%
ONBOARDING TIME	3 to 4 weeks	1 to 2 weeks	-50%
SOP COMPLIANCE	60%	95%	+35pp

— YOUR CX HAS A NUMBER TOO

MOST BUSINESSES DON'T KNOW WHAT THEIR NUMBER IS. *WE DO.*

CSAT. Response time. Escalation rate. These are not vanity metrics. They are signals. And right now, your customers are generating them every single day, whether you are tracking them or not.

LET'S TALK
ASJAD TUGHLAQ

Free 30-minute CX audit · No sales pitch · **Just an honest conversation about your numbers.**

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