

How Agentic AI Transformed Passenger Experience & Cut Call Centre Load



C A S E S T U D Y

Overview

SriLankan Airlines, the **national carrier of Sri Lanka** and a **member of the oneworld® alliance**, serves millions of passengers across a global route network. As passenger volumes grew and customer expectations shifted towards **instant, digital-first service**, the airline faced mounting pressure on its call centre operations and an urgent need to deliver **24/7 multilingual support** across an increasingly **diverse range of digital channels**.



To address these challenges, **SriLankan Airlines partnered with CodeGen to deploy LIA**, an advanced Agentic AI platform purpose-built for the aviation industry. The result has been a step-change in **customer experience, operational efficiency and digital revenue generation**.



Client at a Glance

Industry: Commercial Aviation

SriLankan Airlines is the flag carrier of Sri Lanka, operating international and domestic routes across Asia, the Middle East, Europe and beyond. As part of the oneworld alliance, it is committed to **delivering world-class passenger experiences**, a commitment that extends into its digital channels.

The Challenge



SriLankan Airlines, describes the situation the airline faced before deploying LIA:

"Before implementing LIA, we had a lot of challenges. Passengers were repetitively going through various channels to get general information about the airline."



Chamara Perera

Group Head of Information
Technology,
SriLankan Airlines

These challenges were interconnected & compounding

High call centre volumes driven by routine queries on flight status, baggage policies and booking changes that could be automated.

No 24/7 digital support capability, leaving passengers without assistance outside office hours or during disruptions.

Inability to serve passengers in their preferred language, with a multilingual passenger base requiring support in Sinhala, Tamil and English.

Fragmented channel presence passengers expected support via web, WhatsApp and social messaging but the airline lacked a unified solution across all touchpoints.

Low digital booking conversion passengers searching for flights often abandoned to call centre or competitor sites due to a lack of guided, conversational booking support.

The airline needed a solution that could handle both the breadth of routine enquiries and the complexity of end-to-end booking flows without compromising the personalised service quality passengers expected.



The Solution

LIA *by* CODEGEN

CodeGen deployed LIA, a fully integrated, agentic AI platform designed specifically for the airline industry. Unlike basic chatbots, LIA agentic AI is capable of managing the entire passenger lifecycle from simple FAQs through to complex, multi-step reservation flows.

End-to-End Booking & Reservations

LIA handles the complete booking journey conversationally flight search, pricing, seat selection, payment capture and ticket issuance all without human intervention. Deep integration with SriLankan Airlines' Passenger Service System (PSS), including Amadeus Altéa and NDC connectivity, enables real-time availability checks, PNR creation and ancillary services.

"LIA does the work on behalf of the passenger without allowing the passengers to navigate through various options in the website or to call the call centre. Within the chat itself, passengers are now able to complete the entire ticketing process and can even get the e-ticket delivered to their email within the chat itself. It's a major achievement."

Chamara Perera, Group Head of Information Technology, SriLankan Airlines

AI-Powered Flight Information

LIA delivers accurate, real-time flight schedules and live status updates, powered by an AI system trained to understand passenger intent across all three of the airline's operating languages Sinhala, Tamil and English. This ensures every passenger receives a personalised, accessible experience regardless of their preferred language.

Omni-Channel Deployment

LIA meets passengers wherever they are. The platform is deployed across the SriLankan Airlines website, mobile app, WhatsApp, Facebook Messenger ensuring a consistent, high-quality experience across every channel without additional headcount.

Enterprise-Grade Security & Governance

CodeGen integrated its Privacy Guard and Data Shield layers to ensure full compliance with organisational data privacy requirements and audit standards. Commenting on the project, it was noted that;

"We are bound by quite a lot of regulatory compliances and strict governance of the system which makes controls absolutely essential. Since we are handling passenger queries, we need to preserve the confidentiality, integrity and compliance of their data. With the professional support and technical expertise provided by CodeGen, together with the SriLankan Airlines IT team, we successfully navigated those challenges."

Chamara Perera, Group Head of Information Technology, SriLankan Airlines

Agent Dashboard & Human-in-the-Loop Support

A powerful back-office dashboard gives the airline's contact centre team full visibility of live conversations, the ability to intervene when needed and access to business insights derived from customer interactions enabling continuous service improvement.

Results at a Glance

Since going live in production, LIA has delivered measurable impact across customer experience, operational efficiency and revenue engagement

12,000+

Customer Interactions
handled per month

Below 4% of

chats require human
agent assistance

Over 10% of

chats are high-value
reservation enquiries

Multilingual

Sinhala, Tamil and English

Channels Deployed

Website, WhatsApp, Facebook Messenger, ChatGPT plugin

These results confirm LIA's capability not just as a customer service tool but as an active driver of digital revenue and operational efficiency for SriLankan Airlines.

Business Impact

Lower Operational Costs

By automating the vast majority of routine and complex customer interactions with fewer than 4% requiring human agent assistance, LIA has materially reduced call centre traffic and the associated cost of service delivery. Agents are freed to focus on higher-complexity cases where human judgement adds genuine value.

Higher Digital Conversion

With over 10% of all LIA conversations involving high-value reservation enquiries, the platform directly supports revenue generation. Passengers who would previously have abandoned a phone call or a competitor can now complete bookings conversationally, in real time, on their preferred channel.

Scalable, Personalised Experience

As SriLankan Airlines continues to expand its route network and passenger base, LIA scales effortlessly to deliver consistent, personalised experiences across markets and channels without requiring proportional growth in support teams. Looking ahead, the airline plans to further enhance LIA's capabilities through integrations with its frequent flyer programme, hotel and ancillary bookings and baggage claim services.

Always-On Passenger Support

LIA provides 24/7 automated assistance, ensuring passengers receive instant help during peak periods, irregular operations or unsociable hours reducing frustration and improving overall satisfaction without increasing staffing costs.

In Their Own Words



SriLankan Airlines' senior leadership has been unequivocal about the impact of the LIA implementation

On the success of the initiative;

"LIA has now become one of the most popular channels for our passengers to get queries answered about SriLankan Airlines. They are now able to get a very rich digital experience to meet most of their aspirations."

Chamara Perera,
Group Head of Information Technology, SriLankan Airlines

Sharing their experience;

"CodeGen demonstrated deep technical expertise, responsiveness and professionalism. The AI Platform continues to perform reliably, supporting both operational and strategic objectives of our organisation. We are pleased to recommend CodeGen for their commitment to quality, innovation and excellence in delivering enterprise-scale Generative AI solutions."

Kusal Lankathilaka,
Manager IT Projects & Systems Integrations, SriLankan Airlines

Why Leading Airlines Choose LIA

LIA is not a generic chatbot adapted for aviation; it is an aviation-native AI platform built from the ground up to handle the operational complexity, regulatory requirements and passenger expectations unique to the industry.

Native integration with Amadeus Altéa, NDC and leading PSS platforms

Handles end-to-end booking flows, not just FAQs

Multilingual by design deployable in any language market

Omni-channel from day one web, mobile, WhatsApp, Messenger & more

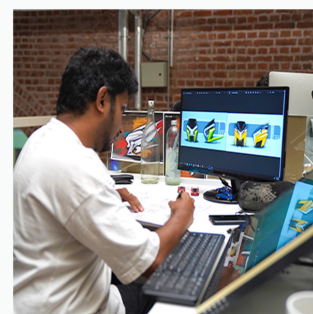
Enterprise security with Privacy Guard and Data Shield

LIA reduces call centre traffic and passenger frustration while **driving digital conversion.**

About Us

With **over 25 years of proven experience** in the global travel industry,

CodeGen is a specialist AI and technology company headquartered in London, with deep expertise in Agentic AI, agentic automation and enterprise digital transformation. CodeGen's solutions are trusted by leading organisations across aviation, travel and beyond.



To find out how LIA can transform passenger experience and operational efficiency at your airline, contact us:

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