



Helping a railroad service conduct business

Ask Julie gives travelers instant service while delivering impressive business results.

Founded in 1971 and headquartered in Washington, D.C.'s Union Station, Amtrak employs more than 20,000 people, operates over 300 passenger trains on 21,000 miles of track, and carries over 30-million passengers per year to destinations in 46 U.S. states, the District of Columbia, and three Canadian provinces.

Customer challenge

With more travelers booking tickets online than by any other method, Amtrak wanted to make it an even easier experience for its 375,000+ daily website visitors. It sought a solution that would provide all website visitors instant access to online self-service, giving them answers to their questions and assistance with transactions without having to call or email a representative.

The automated Ask Julie customer experience

Amtrak engaged Verint® to develop and implement a world-class, AI-powered virtual assistant in the cloud to engage and serve the company's customers in a scalable manner. Ask Julie, an intelligent virtual assistant (IVA) on Amtrak.com, was designed to function like Amtrak's best customer service representative – electronically, of course.

With Ask Julie, waiting for service is a thing of the past, as she's easily capable of simultaneously serving the needs of every Amtrak.com visitor. Travelers can book rail travel by simply stating where and when they'd like to travel. Ask Julie assists them by pre-filling forms on Amtrak's scheduling tool and providing guidance through the rest of the booking process. In addition, she's easily capable of providing information on what items can be carried on trains or helping make hotel and rental car reservations.

Verint Intelligent Virtual Assistant™

With experience creating and delivering intelligent conversational solutions for major travel providers and other Fortune 500 companies, Verint's digital solutions and professional services teams designed a brand experience that ensured Ask Julie's knowledge and capabilities were perfectly matched to the needs of Amtrak and its customers.



Customer Success Story



Solutions

Verint® Intelligent Virtual Assistant™



Industry

Travel



Region

Americas

Results

- 8x return on investment.
- 50% year-over-year growth in Ask Julie's usage.
- 30% more revenue generated per booking with Ask Julie (based on monthly average).
- More than 5 million questions answered annually by Ask Julie.

“With more than five million questions answered by Ask Julie annually, waiting for service is a thing of the past. She’s capable of simultaneously serving the needs of every Amtrak.com visitor.”

Conversational AI for Customer Engagement, Intelligence for Your Business

The future of business is an automated conversation that earns your trust. Whether you want to engage and support customers in more meaningful interaction, or support employees throughout their day, these AI-powered conversational interactions connect intelligence across your business on a single platform. Scalable and sustainable AI solutions like IVAs are essential to keeping pace with machine accelerated productivity in every industry, which is why we’ve designed self-service solutions in the cloud to support your business goals.

To learn more visit www.verint.com/ai

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