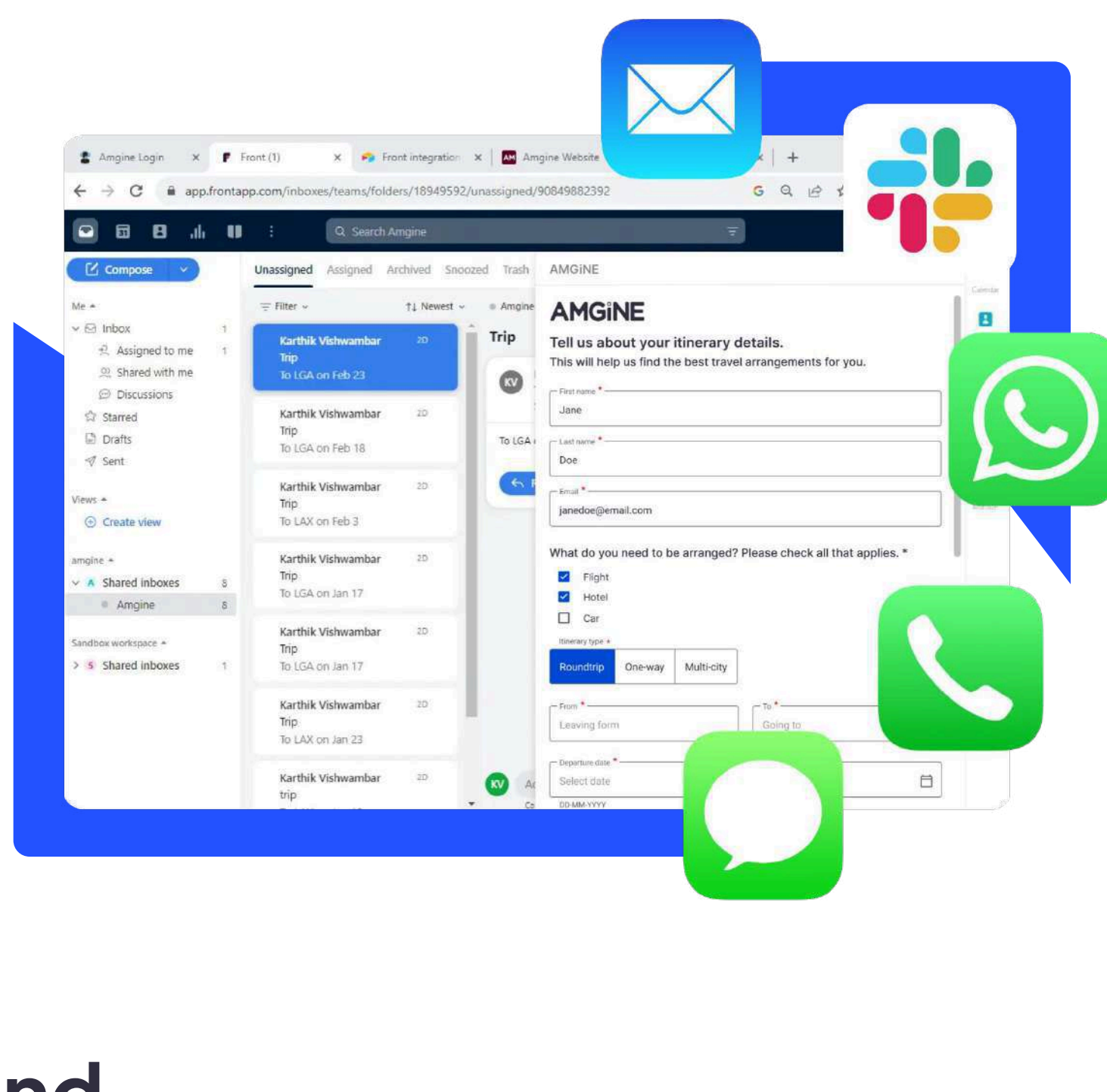


Atlas Scales Customer Service with AI Automation, Boosting the Traveler Experience with 94% Offer Adoption and 7X Faster Request Processing



Introduction & Background

Award-winning Atlas Travel & Technology Group is headquartered in Marlborough, MA. Founded in 1986, the company brings Atlas Travel, Prime Numbers Technology, and ATHome together under one umbrella to offer a growing portfolio of travel management services to organizations around the world.

[Atlas Travel and Technology](#)

Summary

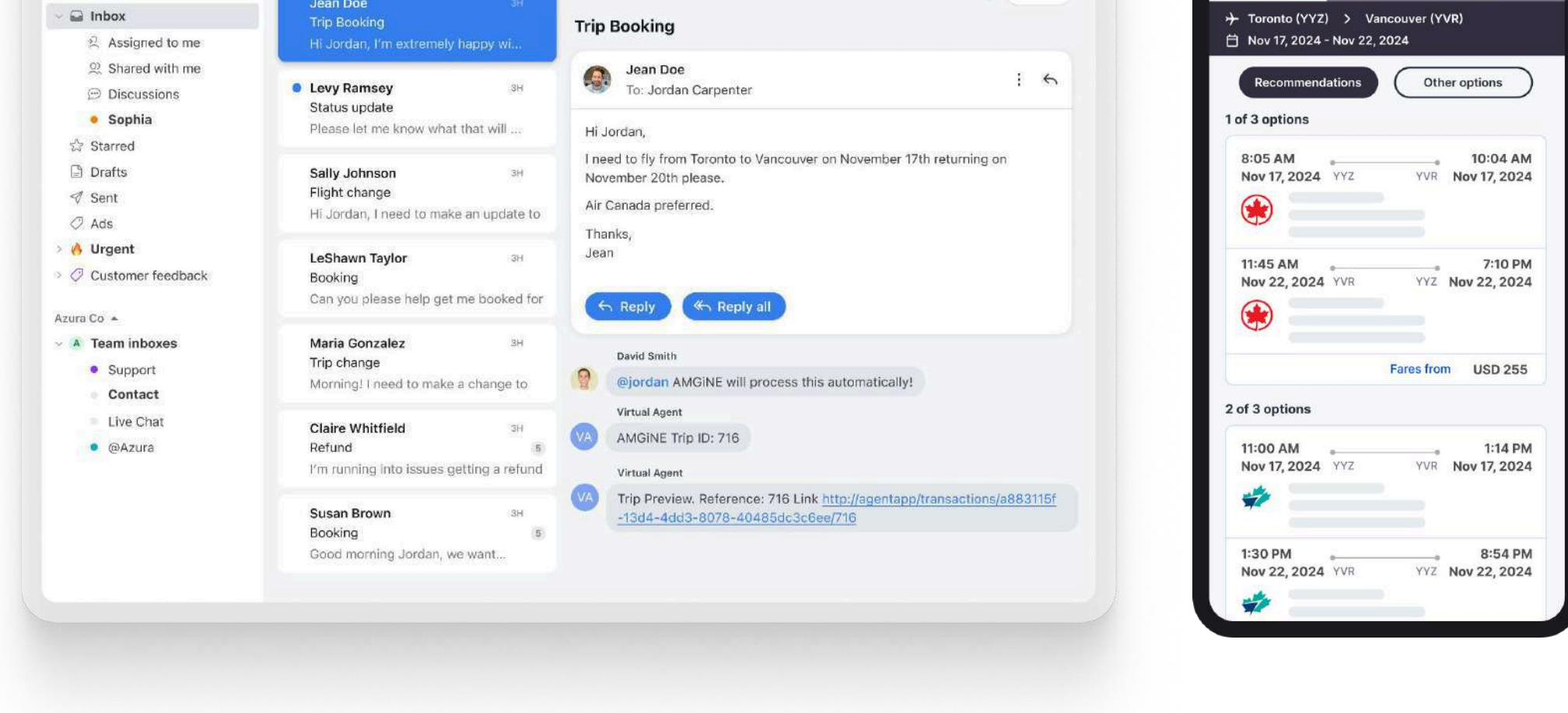
Atlas Travel & Technology Group is leveraging AI and automation to overcome challenges in managing customer service and optimizing the traveler booking experience. By integrating travel AI automation tools from AMGiNE with an AI-powered customer service platform from Front, Atlas achieved impressive results: a 94% trip conversion rate, 7X faster processing times, and an 87% customer satisfaction score.

Industry Challenges: Service gaps, rising traveler demands, and streamlining operations

Atlas Travel & Technology Group (Atlas), a woman-owned, B Corp certified travel management company (TMC), specializes in high-touch corporate travel, humanitarian missions, and patient travel programs for prominent nonprofits, biotech, and name-brand companies worldwide.

Facing industry challenges such as customer demands for faster, more flexible service, a shortage of experienced agents, and fragmented communication channels, Atlas sought to enhance its operational efficiency and improve traveler experiences by embracing AI and automation.

“Today’s travelers, especially millennials and Gen Z, expect instant gratification from services,” explains Andy Piggott, CIO of Atlas. “As online shopping, streaming, and personal assistance apps have become the new normal, these expectations are bleeding into the corporate travel space, driving demand for more efficient and personalized service.”



That means travelers engage with TMCs through multiple touchpoints—from email and phone calls to chat platforms such as Slack and WhatsApp. But Atlas was burdened with legacy systems that were optimized for phone-based support and unable to scale to meet the demands of digital communication channels, let alone more efficient automation. This made it difficult for Atlas to simultaneously manage numerous communication and content channels without duplication of effort across teams and less than optimal response times.

Group travel added another level of complexity. Traditional methods of booking group air travel involving hundreds or thousands of travelers were manual, inefficient, error-prone, and time-consuming, leading to frustration for both agents and travel managers.

Coupled with a shortage of experienced agents familiar with Global Distribution Systems (GDS) and privacy concerns that required more stringent handling of sensitive customer data, Atlas was challenged to deliver the level of service expected by modern-day travelers.

“In today’s hyperconnected world, service-based companies no longer compete solely against their peers — they’re measured against the gold standards set by giants like Amazon. Seamless experiences, instant solutions and a relentless customer focus aren’t just differentiators; they’re the new baseline,” says Piggott. “To thrive, businesses must innovate faster, personalize deeper, and deliver beyond promises. In the age of these new expectations, excellence is no longer aspirational, it’s the price of entry.”

Solution: Transforming Traveler Support with AMGiNE and Front, driving 87% CSAT

Atlas sought out companies innovating in the travel service space and partnered with AMGiNE, an API-first AI automation platform for TMCs, and Front, an AI-powered customer service platform, to transform its operations and enhance traveler experiences.

Replacing their previous system with Front, the leading agent workspace for TMCs, significantly enhances Atlas’s operational efficiency without sacrificing service quality. Front empowers the Atlas team to deliver exceptional customer service through new capabilities such as:

- **Omnichannel communication:** Unified workspace for every channel (telephony, email, chat, etc.)
- **Intelligent routing:** Automatic message assignments for clear agent ownership
- **Flexible automation:** Powerful workflows tailored to Atlas’s unique business processes
- **Real-time collaboration:** Seamless team coordination without switching apps

AMGiNE transforms unstructured data from Front into actionable itineraries. By leveraging its proprietary AI automation and GDS integrations, AMGiNE creates itineraries from traveler inquiries, introduces end-to-end automation beyond the inbox and agent workspace, and provides robust workflows to streamline travel operations. These capabilities enable Atlas to scale operations while maintaining high levels of service efficiency.

Together, AMGiNE and Front have fully automated core processes such as travel booking, enabled personalized recommendations based on traveler preferences, and streamlined operations by consolidating communications and automating repetitive tasks. This combination has dramatically improved Atlas’s efficiency, accuracy, and customer satisfaction.

“AMGiNE and Front give us the ultimate in multi-channel communications flexibility, AI-driven personalization and automation, and agent efficiency,” says Piggott. “By integrating AMGiNE and Front into our operations, we have empowered our teams to work faster, smarter, and more cohesively. This integration has streamlined our workflow, reduced silos, and enhanced decision-making, all while providing the scalability we need for future growth.”

For example, using Front’s ability to support multiple communication channels, Atlas can engage with travelers based on their preferences: email, chat, phone, or text. And with AMGiNE’s automation capabilities, Atlas can prioritize and respond to urgent traveler inquiries—such as flight cancellations, delays, or disruptions—in real-time. Correspondence is captured in a unified platform that can handle inquiries across channels. This gives agents visibility into customer communications across their travel booking journey.

AMGiNE and Front have also automated several key processes for Atlas, such as travel booking. Now, Atlas can offer personalized recommendations based on traveler preferences, streamlining bookings and freeing agents to focus on high-value interactions versus manual tasks. This has significantly impacted group air bookings, which once took days but are now completed in minutes, saving time and reducing manual data entry.



Automated workflows have also minimized errors in data handling, while AI-powered tools ensure secure processing of personal data in compliance with privacy regulations like PCI DSS and SOC II Compliance. In addition, by automating repetitive tasks and consolidating communication channels, Atlas agents can provide faster service without becoming overwhelmed by the volume of requests.

“An AI-led workflow provides our agents with a more organized and efficient way of managing incoming traveler requests,” says Piggott. “We now have a clear overview of each traveler’s case, which improves our response times and increases customer satisfaction.” In fact, Atlas now boasts a customer satisfaction (CSAT) score of 87%—10 points higher than the industry average—driven by faster response times and more personalized service experience.”

Outcome: Automation and AI Power 94% Trip Conversion Rate and 7X faster request processing times

Atlas has realized other significant improvements in operational efficiency, customer satisfaction, and agent productivity. The company achieved a 94% trip conversion rate and processes requests seven times faster. In addition, 90% of its agents have embraced automated itinerary recommendations powered by the integration of AMGiNE and Prime Numbers Technology, a leader in travel and expense analytics and reporting.



By reducing non-actionable work, such as basic emails, agents can focus on more complex tasks, boosting productivity and morale. AI-powered tools, like Prime Numbers Technology, also empower agents to make more efficient decisions based on historical traveler data, enhancing both agent performance and the overall traveler experience.

Atlas plans to build on its success by leveraging AI automation to handle a broader range of tasks. With the joint AMGiNE and Front solution in place, Atlas is well on its way to achieving this vision, providing both agents and travelers with faster, more efficient, and personalized service.

“By integrating AMGiNE and Front, we’re delivering faster, more efficient service while enhancing the overall traveler experience, and we’re just scratching the surface of how AI automation can transform our operations,” says Piggott. “It will play a critical role in our evolving channel management strategy, as well as helping us to streamline serviceability across multiple in-bound booking channels. We now have the foundation in place to equip our team to meet the evolving needs of travelers today and well into the future.”