



How Flixbus leverages LLMs for **operational excellence**

Intro



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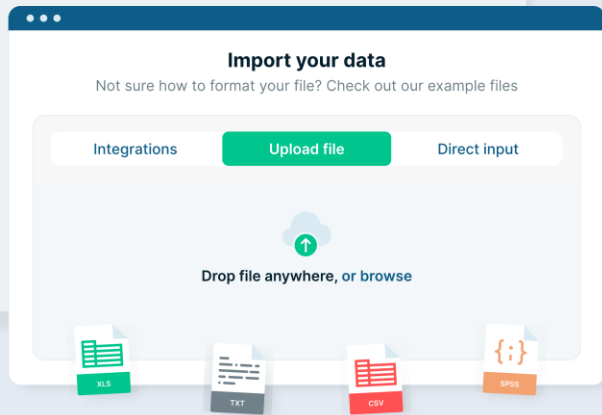
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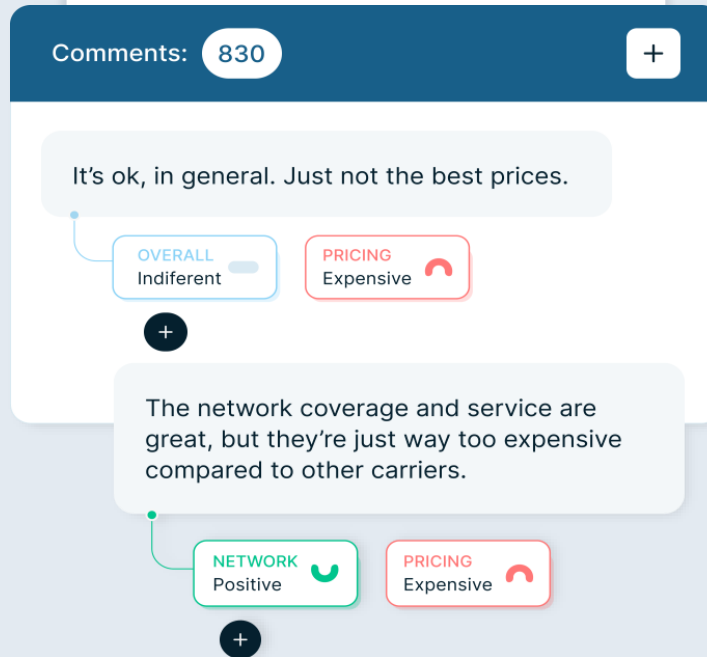
Co-Founder
Caplena

Augmented Intelligence platform for surveys, reviews & CX

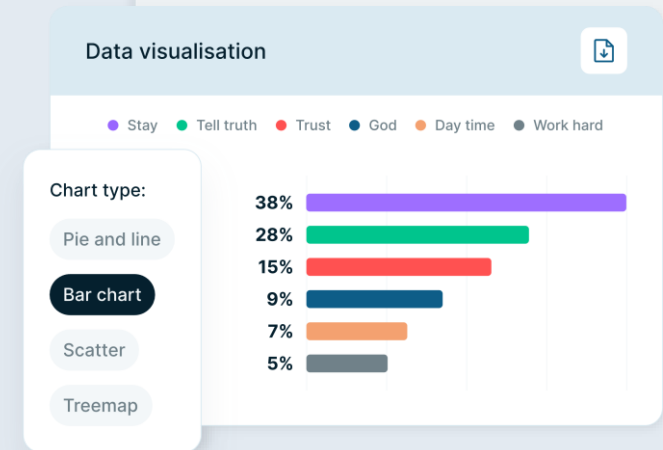
Combine
data from various sources



AI
powered analysis



Share
visualize, analyze & deep dive





Agenda



How Flixbus tackles **Operational Excellence**



Analysis **Lifecycle**



Case Study: **Greyhound**



**OUR VISION:
SMART AND GREEN
MOBILITY
FOR EVERYONE
TO EXPERIENCE
THE WORLD**

» Flix vision



Smart: best value-for-money, travel tech, easy-to-use, convenient



For everyone: accessible to millions of passengers around the globe



Green: eco-friendly, modern fleet, alternative drives pioneer, path to net zero



Experience the world: for great travel experiences across thousands of cities

» The Flix SE Group: We drive sustainable and affordable travel for everyone

FLiX



FlixBus
since 2013

**Europe, North America,
Brazil, Chile**

Strongest world-wide network, profitable and sustainable: the future of mobility



FlixTrain
since 2018

**Germany and
Sweden**

Sustainable, comfortable, and affordable train travel with a rail network and complements FlixBuses



Kamil Koç
since 2019

Türkiye

Profitable market leader in Türkiye: complements the FlixBus offer in Europe



Greyhound US
since 2021

**North America, Canada,
Mexico**

Backbone of affordable mobility with the largest US bus network: fully integrated into FlixBus offer



Flix today – a global market leader in sustainable and affordable travel



40
countries
on 4 continents



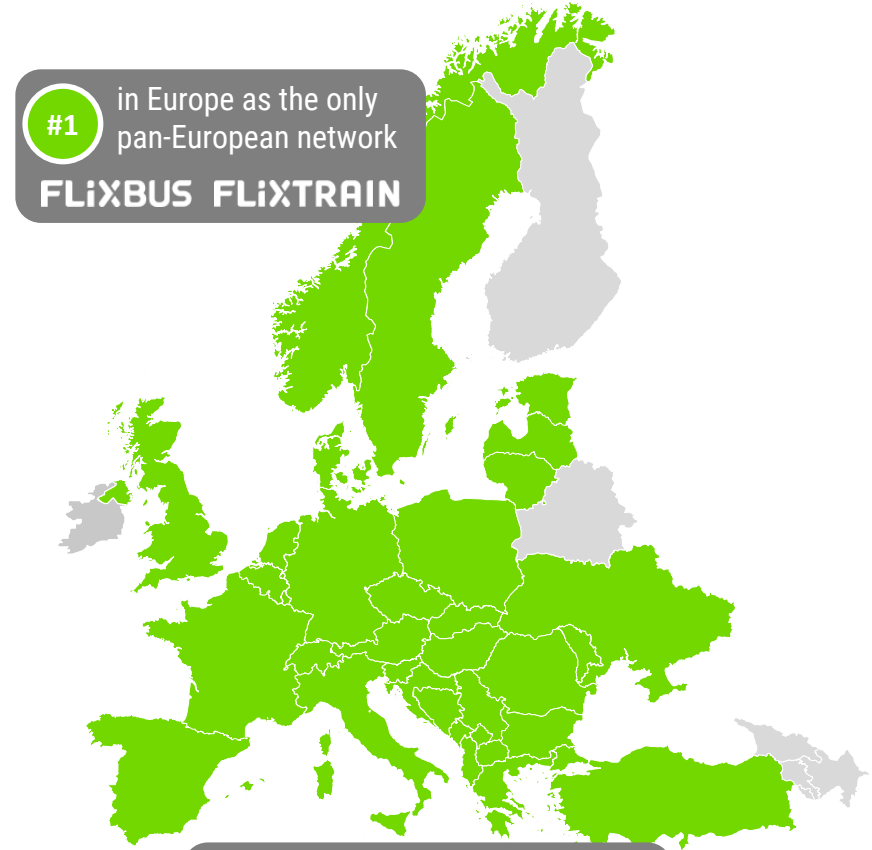
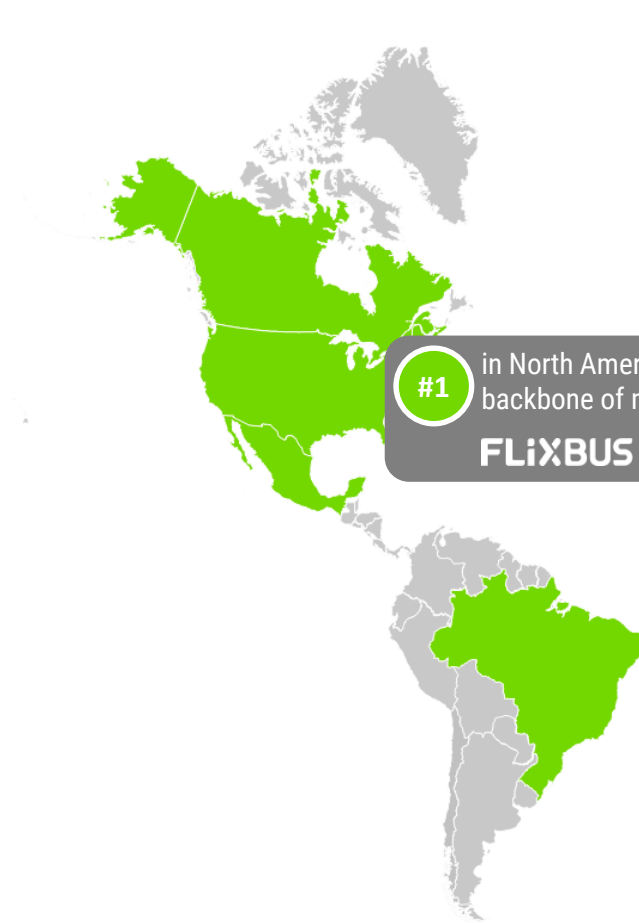
5.500+
destinations
over the globe



4.000+
FlixBuses
on the road



60+m
passengers*





Flix' recipe for success: Unique, asset-light business model

FLiX



Network planning



Branding



Marketing & sales



Pricing



Traffic Control



Customer service



Flix technology meets partners' operational excellence



Bus Partners



Day-to-day operations



Customer-facing



Fleet management



Maintenance



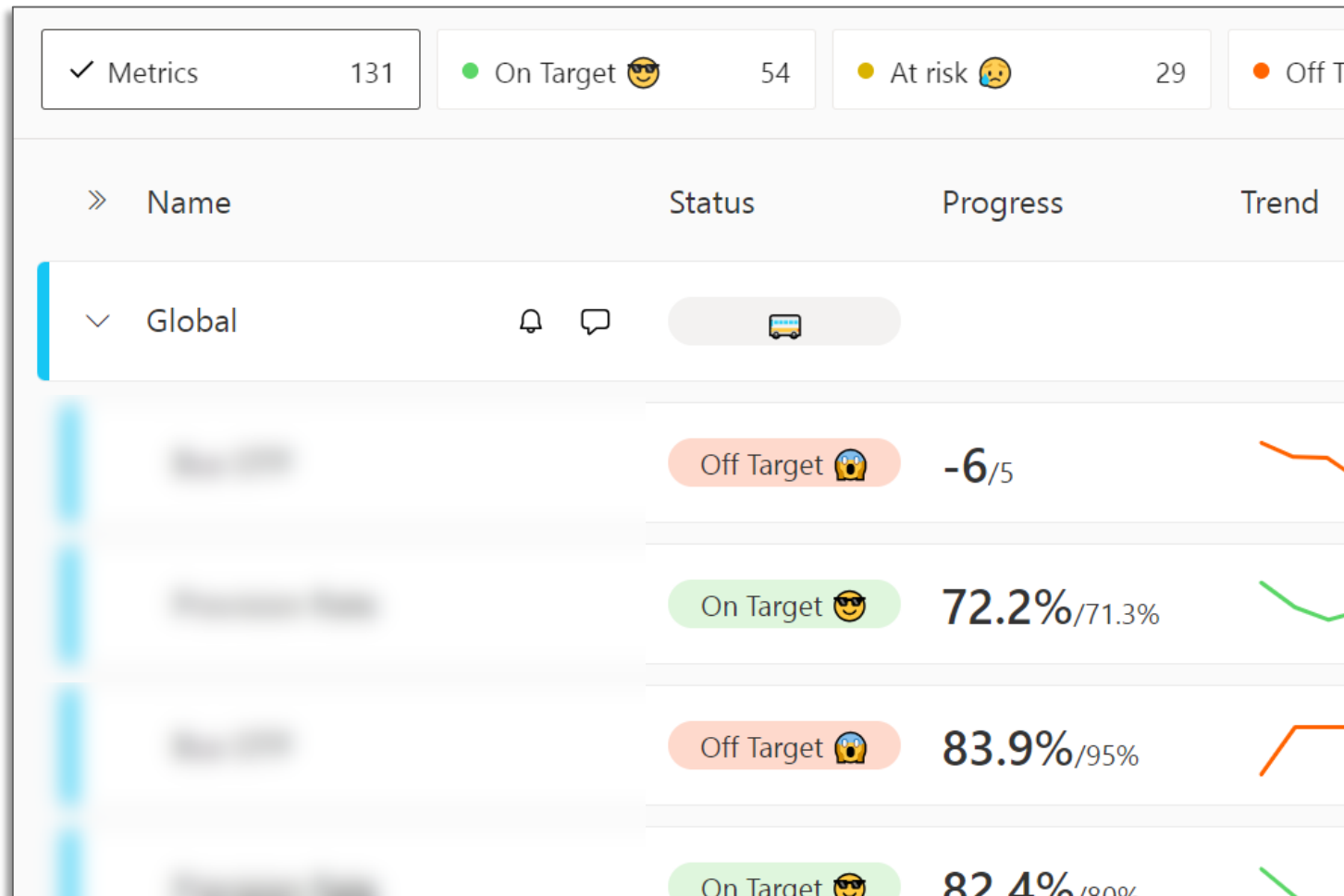
Drivers & hosts



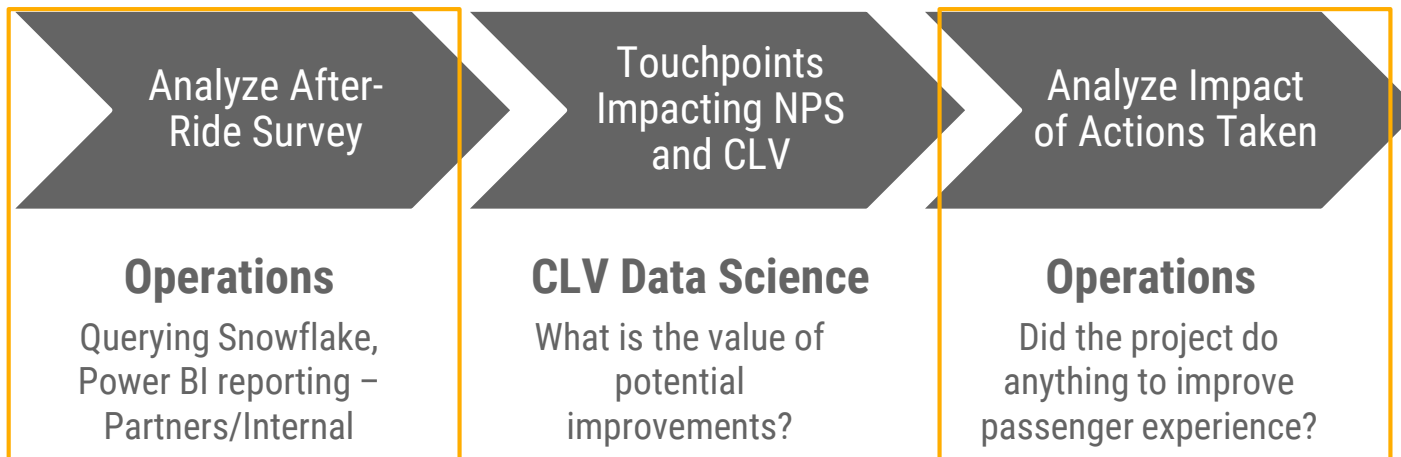
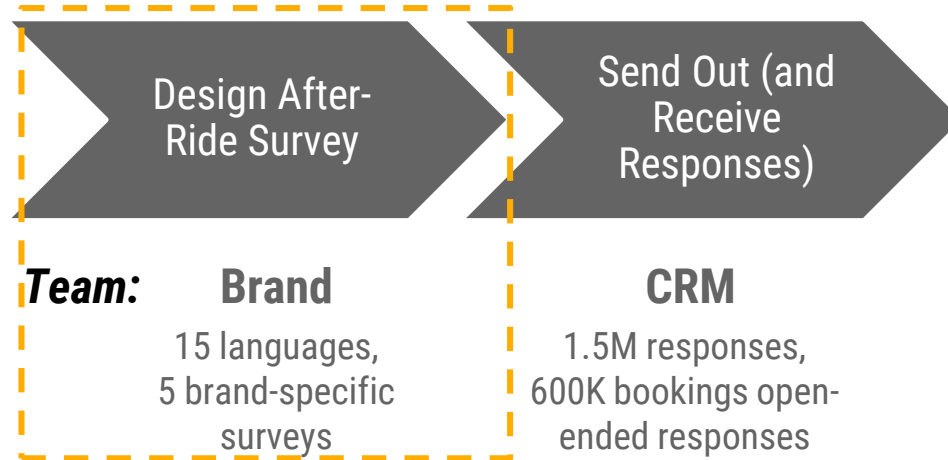
Long-term partnership



» Operational Excellence at Flix



>> What is our VoC Survey data source?



» What does our survey look like? – NPS and CSAT (Likert)

10%

After your experience on this particular trip, how likely is it that you will recommend FlixBus to your friends and family?
Please answer the questions by selecting the appropriate scale number (0=unlikely; 10=very likely).

0 1 2 3 4 5 6 7 8 9 10

Detractors **Promoters**

Prev Next

Coach (cleanliness, facilities, seats)

very poor poor good very good excellent

Punctuality

very poor poor good very good excellent

Internet

very poor poor good very good excellent

Transport of luggage (hand luggage, stowed luggage, bicycle)

very poor poor good very good excellent

Sufficient information on safety measures prior to the ride

very poor poor good very good excellent

Example of questions with Star Rating in the current after-ride survey



The case for open-ends

Bias / Top-of-mind



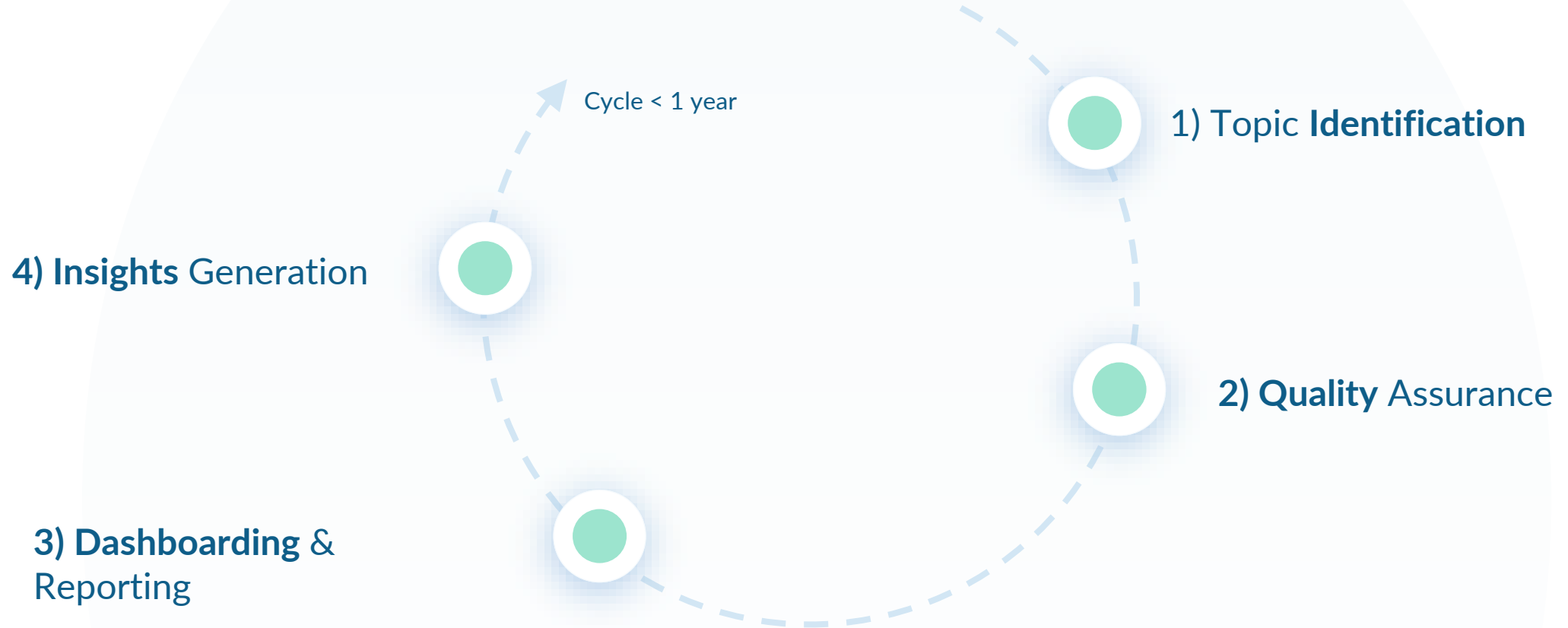
Questionnaire **Fatigue**



Coverage



Analysis Lifecycle for Monitors



1) Topic Identification & Management

42	Service
27	Verizon
26	Good
21	Price
21	Carrier
14	Phone
14	Love
13	Years
13	Problem
12	Expensive
12	Plan
11	T Mobile
11	Great
10	Data
10	Issues
10	Area
10	Customer Service



Topics AI Quality Score Result Chart Statistics

Search for topics...

STATION / BUS STOP

- Parking
- Finding of station
- Station safety
- Station/bus stop quality
- Weather protection
- Station facilities (toilets)

WIFI / INTERNET

- Ease of accessing wifi / clarity of wifi usage
- Availability/functioning of internet/wifi
- Speed of internet/wifi / quality of internet/wifi
- Data volume limit

TRAVEL FEATURES & AMENITIES

- Toilet availability/functioning
- Toilet cleanliness
- Toilet door

From keywords to hierarchically organized MECE topics

Flix tracks > **100 specific topics** per project



Q Search for topics...

DRIVER [edit] [trash]

- Respect for driver [x]
- Coach [x]
- Rudeness [x]

CUSTOMER SERVICE [edit] [trash]

- Professionalism [x]
- Courteousness [x]
- Communication [x]

INTERNET [edit] [trash]

- Wi-Fi [x]

COST [edit] [trash]

- Need to pay [x]

Potentially similar topics
The topics "Rudeness", "Professionalism", "Courteousness" might be similar. Consider removing some of them.
Done

Potentially similar topics

Potentially similar topics

Review topics
Please review the topics "Information about delay", "Need for information", "Seat quality", "Punctuality", "Timeliness", "Clarity", "Breaks", "Toilet", "Wait", "Informing passengers",

2) Quality Assurance



Reviewing fine-tunes the AI...

and provides quality score

NEUTRAL ×

It's a good TV with a good picture but the apps available are a little limiting and the phone casting doesn't work great

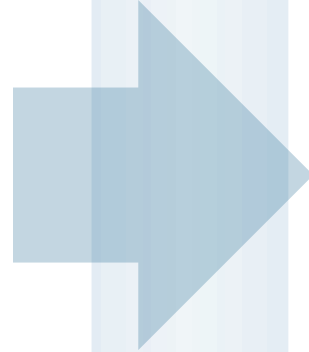
Applied topics (4)


- OVERALL
Overall / liking of TV 😊 🗑️
- QUALITY / TECHNOLOGY
Screen / resolution / picture 😊 🗑️
- USAGE
Ease of handling & navigation 😞 🗑️
- FUNCTIONAL OPERATION
Operability / effective functioning 😞 🗑️

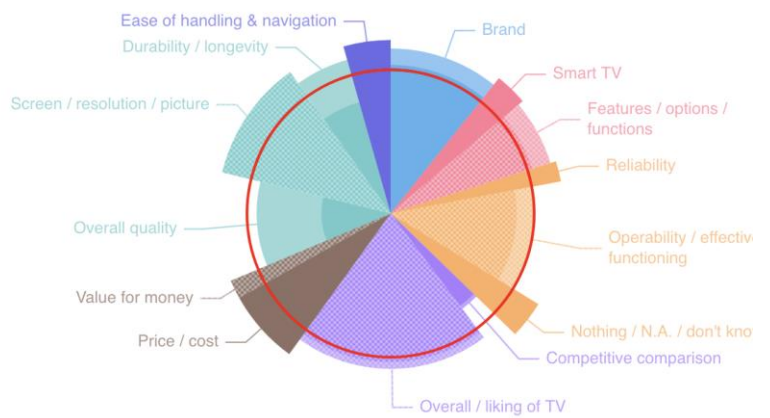
Add topics

Start typing or press enter to search and select topics ▾

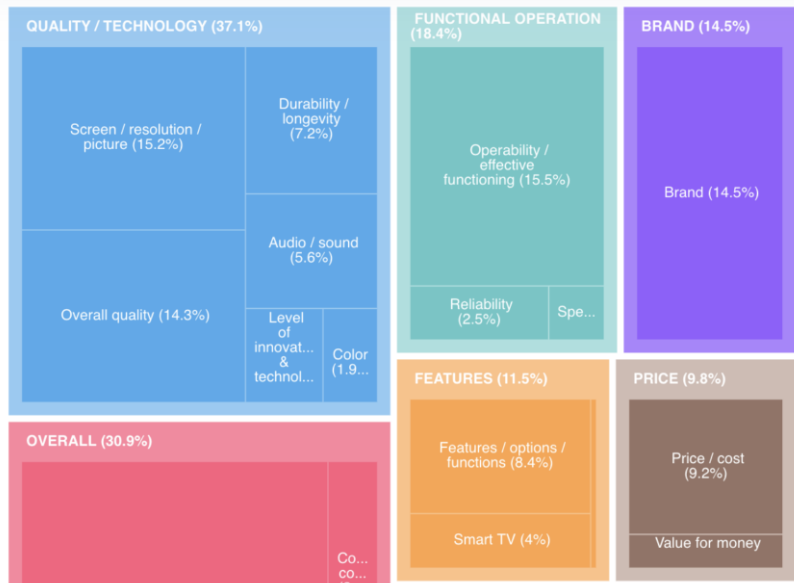
✓ Mark as reviewed & next



 **AI quality score 83**
Reviews until update: 41



3) Dashboarding & Reporting

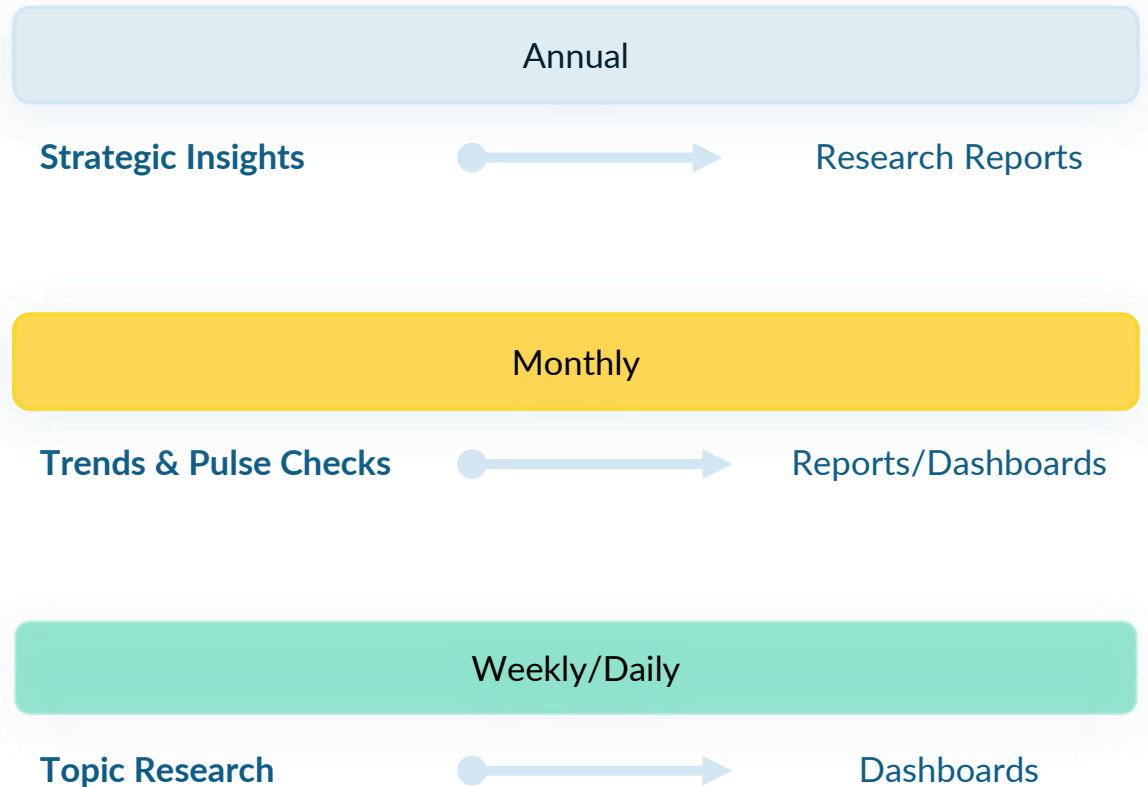


📊 Topics: Features / Options / Functions & Sentiment: Any

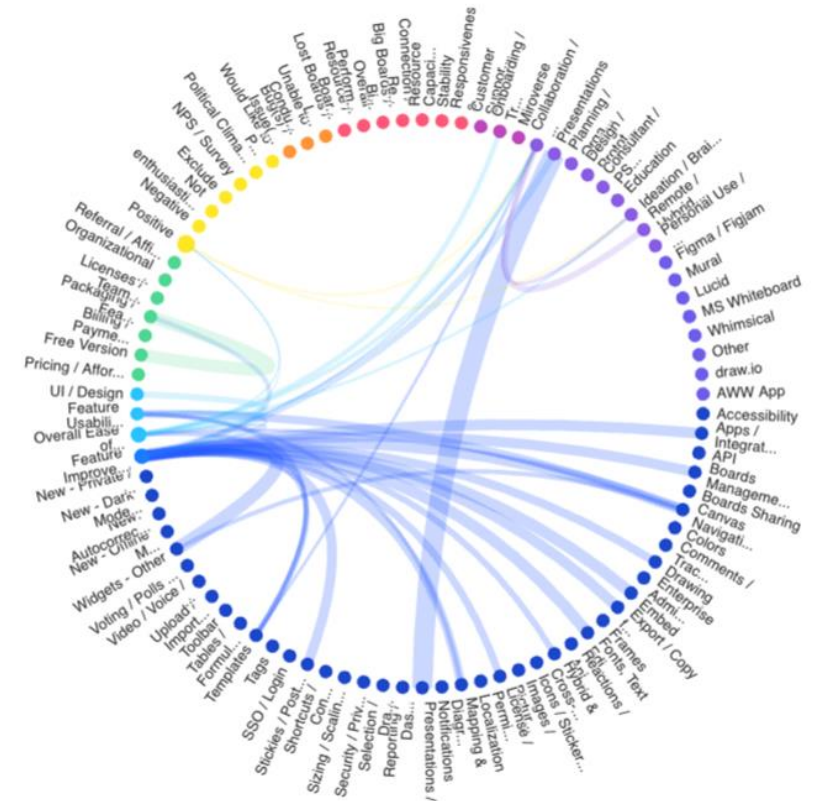
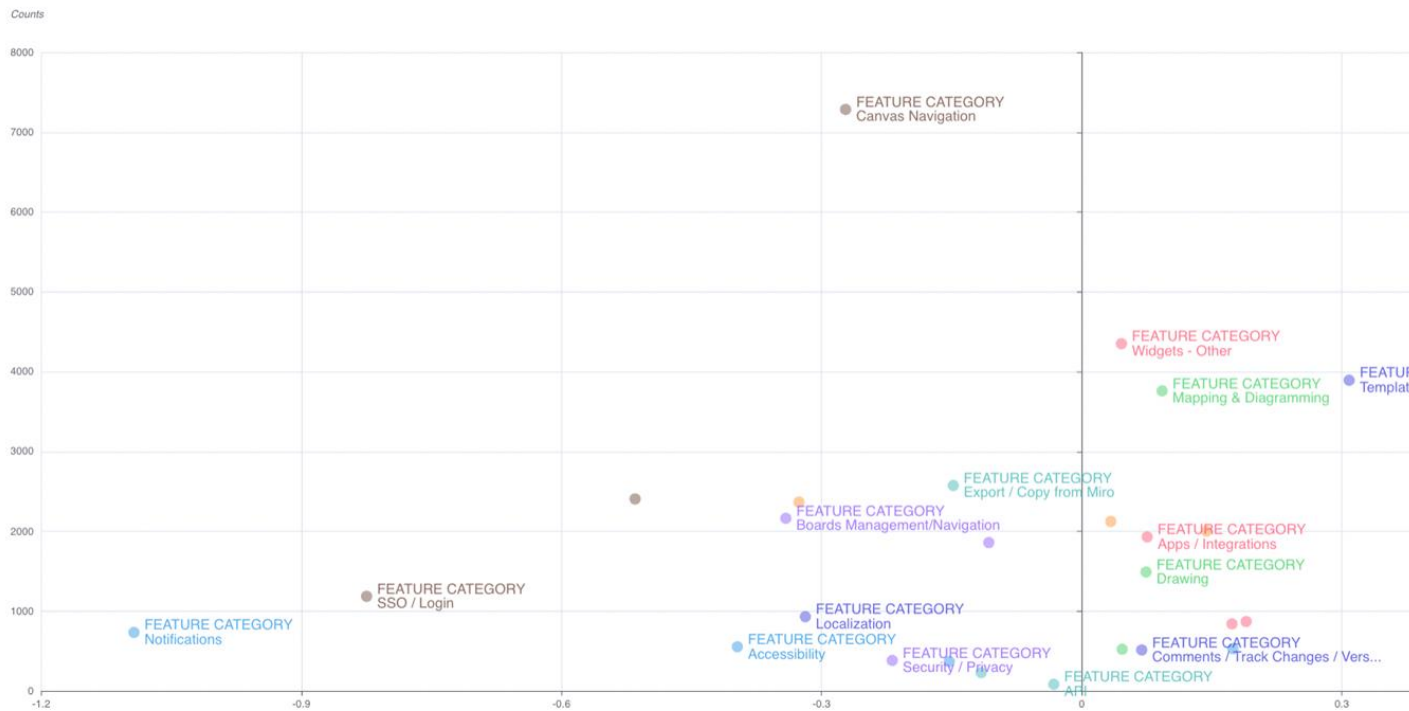
📊 Segment: DEMO - Consumer Electroni...

Summary based on 84 rows

Respondents indicate that they prefer TV brands with **many featu** smart TV capabilities, easy-to-use interfaces, Bluetooth pairing, a



4) Insights Generation



Case Study

» **Case Study – Acquiring Greyhound
and Getting Caplena**

4 months



» Case Study – At Launch

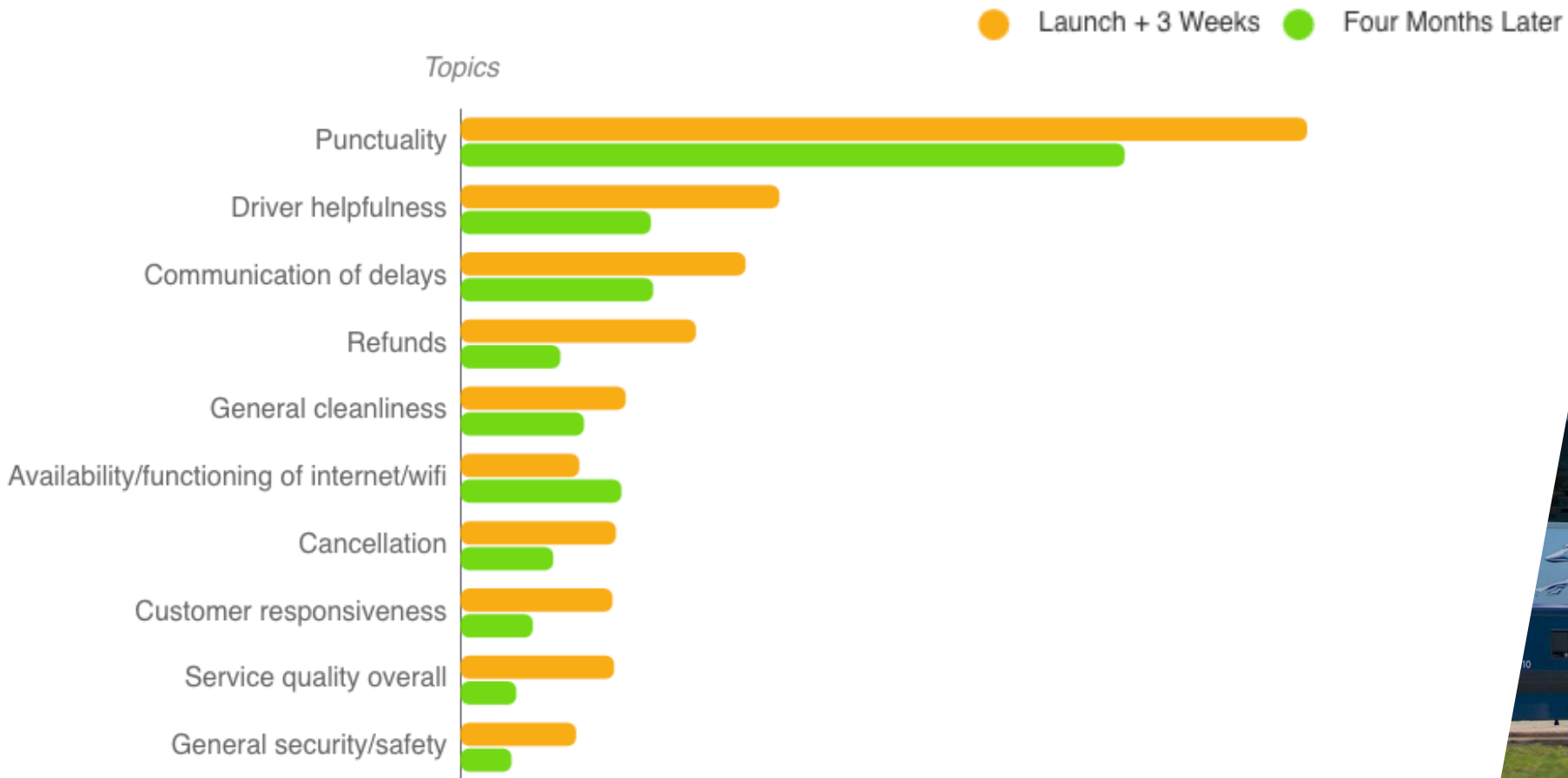
?



» Caplena showed the top trouble areas



» After first improvement efforts, by topic



» After first improvement efforts, shift to neutral



Uncovering actionable insights from customer feedback

trusted by global industry leaders:



swisscom

Miele

 **Factworks**

Beiersdorf

 **Lufthansa**

ebay

DHL

Johnson & Johnson

FLIXBUS

 **miro**

Teufel

... and 150 companies more

Thanks – Q&A



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