



SITA Omnichannel AI Services Pack

The Intelligence Layer for Aviation Digital Engagement

AI-powered automation for passenger and operational communications — designed for the Air Transport Industry.

Every interaction. Smarter engagement.

Airlines, airports and ground handlers are moving beyond basic digital channels toward more intelligent, automated and context-aware engagement.

As interaction volumes grow, service teams need to respond faster, communicate across languages, and maintain consistency during peak periods and disruptions.

SITA Omnichannel AI Services Pack brings aviation-focused AI capabilities into digital and voice communication environments — helping organizations automate high-volume interactions, reduce manual workload and improve service accessibility.

The intelligence layer for aviation engagement

The SITA Omnichannel AI Services Pack acts as an intelligence layer on top of digital engagement and voice communication platforms — enabling automation where it creates the most value.

It helps aviation organizations with:

Lower repetitive
workload

Broader language
accessibility

Adopt AI progressively, without
disrupting existing operations

Faster response
times

Scalable support
during disruption



Two AI-powered modules

The SITA Omnichannel AI Services Pack includes two AI-powered modules that integrate seamlessly on top of your current engagement channels.

SITA AI Chatbot

Conversational self-service for aviation

Use cases

- Passenger enquiries
- Flight status
- Baggage assistance
- Disruption communications
- Staff helpdesk

Value

- Automates repetitive enquiries
- Reduces manual workload
- Improves response speed
- Enables 24/7 self-service

SITA Real-Time Translation

Multilingual voice support for aviation

Use cases

- Airline contact centers
- Airport service desks
- Passenger assistance
- IROPS support
- Multilingual operational calls

Value

- Supports conversations across languages
- Reduces reliance on language-specific queues
- Improves accessibility
- Helps agents serve more passengers

AI built for aviation — not adapted from generic enterprise solutions.

SITA Omnichannel AI Services Pack is designed for the Air Transport Industry and delivered as a managed service — combining AI capabilities with aviation expertise to help airlines, airports and ground handlers adopt automation in a practical, scalable and controlled way.

What sets SITA apart



Aviation-designed

Designed for passenger, operational and service communication scenarios across the Air Transport Industry.



Managed AI service

Supports design, deployment and continuous evolution — not just technology implementation.



Global aviation presence

Backed by SITA's operational reach and deep understanding of aviation environments.



Enabling the next phase of aviation engagement

From manual and reactive communication to intelligent, automated and context-aware engagement, SITA Omnichannel AI Services Pack helps aviation organizations start with practical AI use cases today — while building the foundation for future AI-enabled engagement.

Adopt AI at your own pace — with solutions designed for aviation.



For more information, contact us at info@sita.aero