

Applied AI & Decision Intelligence

Agents on Feedback Data: How far should you let them run?



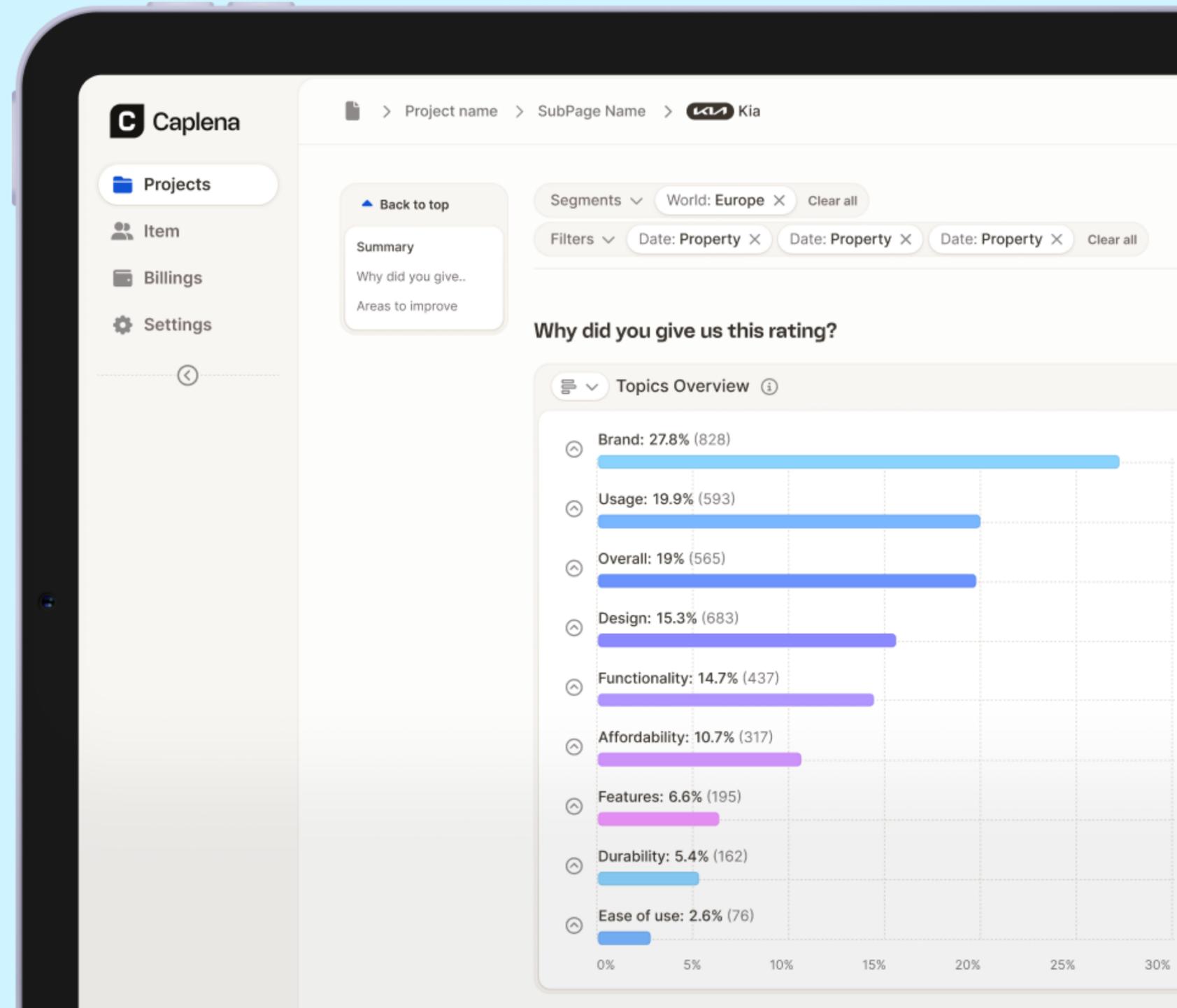
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Agents on Feedback Data

How far should you let them run?





Maurice Gonzenbach

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70% of data questions are never asked because the **effort to find help or request a follow-up** analysis is perceived as too high.

If a question about customer behavior is raised during a weekly meeting, how much effort would you put into answering it either during the meeting or on the same day?

5min

20min

1h

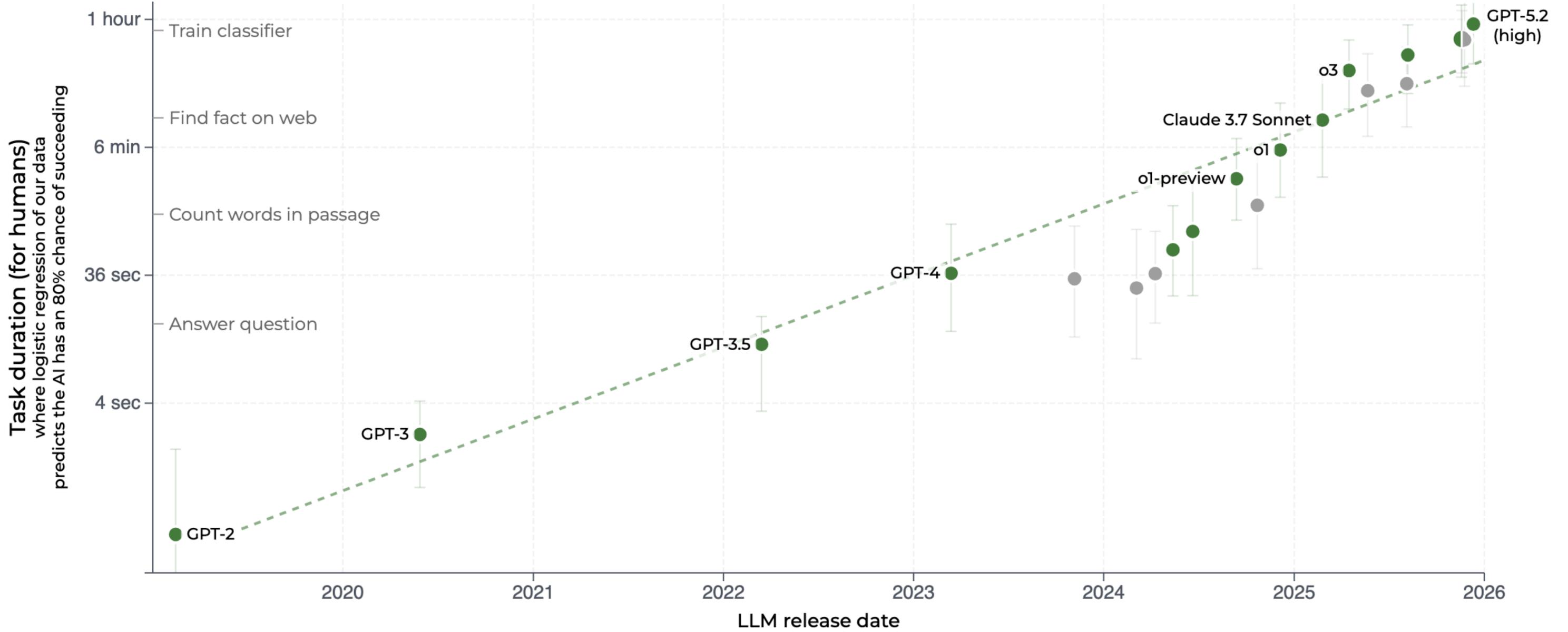
LLMs are this superhuman thing with a bunch of cognitive issues.

Andrej Karpathy, 2025



<https://www.youtube.com/watch?v=LCEmiRjPEtQ>

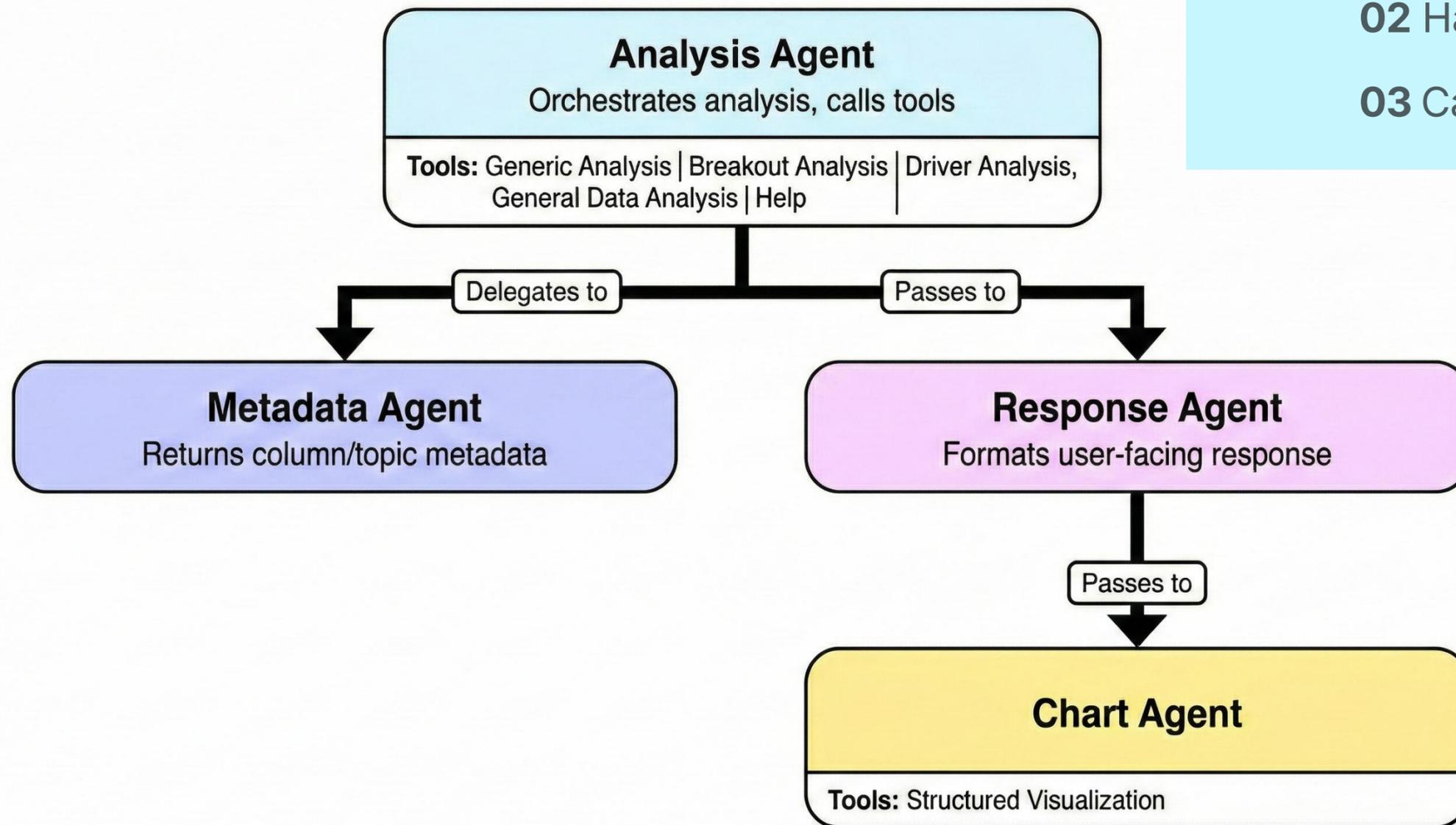
Time horizon of software tasks different LLMs can complete 80% of the time



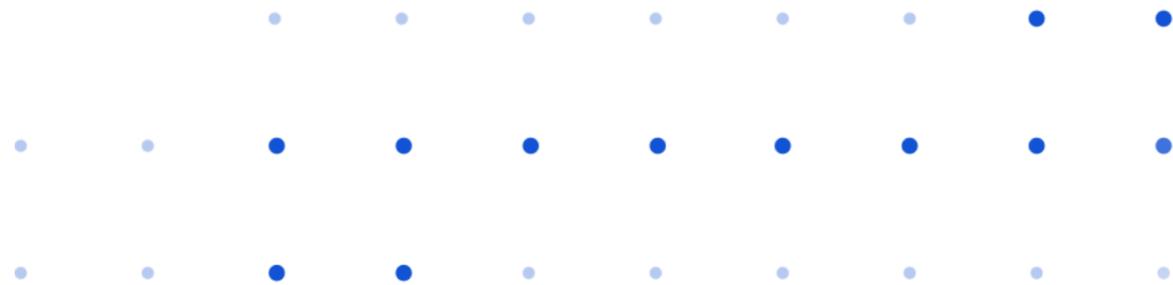
Time Horizon 1.1 (Current)

From Insight *Chat* to *Agent*

- 01 Iterative problem solving
- 02 Has tools at hand
- 03 Can take Actions

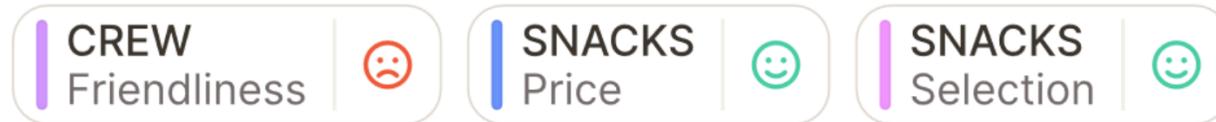


Can I trust the numbers?



 **AI quality score: 83**
Updated AI assignments arrive in 2 min.

- The friendliness of the inflight crew never reached cruising altitude. Snacks were surprisingly varied and affordable though!
-
-



Retrain AI

History 

Today

For each of the top...

For each of the top...

For each of the top...

 0:00









What questions about the project **ABM EU AIRPORT** do you have today?



   AI-Generated

Ask a question and [Enter]   

- If a question about customer behavior is raised during a weekly meeting, how much effort would you put into answering it either during the meeting or on the same day?

- 5min

- 20min

- 1h

CaplenAir

- Channels
- # insights
- client-feedback
- Direct messages
- Adam
- Emily

Client-feedback



Kelly Parker

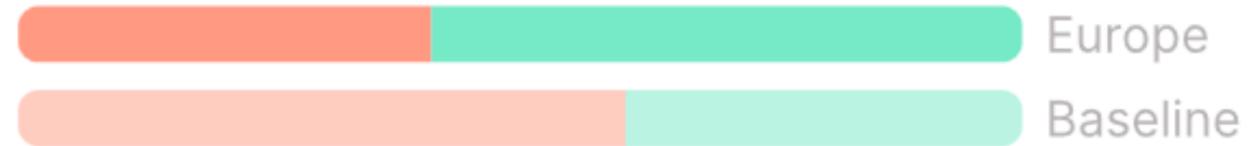
@Caplena what do passengers from Europe say about snacks?



Caplena

Europeans are more happy with snacks on-board (90% sign.)

FOOD & BEVERAGES: Snacks



[More details](#), including 2 charts.



Kelly Parker

Create a report on the **Food & Beverages** experience on-board. Compare Europe to the other operating areas.



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Ok. Let me create a report ...

Ask anything...



From 50 legacy reports to One Insights Hub



- Caplena Agent embedded through iFrame
- 100s of ad-hoc questions answered per month



1K+

Users after just one year

20+

Pre-configured views

600+

Topics analyzed

A Central Brain bringing user insights into the room



- Skipped dashboards and went with agents first
- Shared #insights channel on Slack accessible to everyone

4M

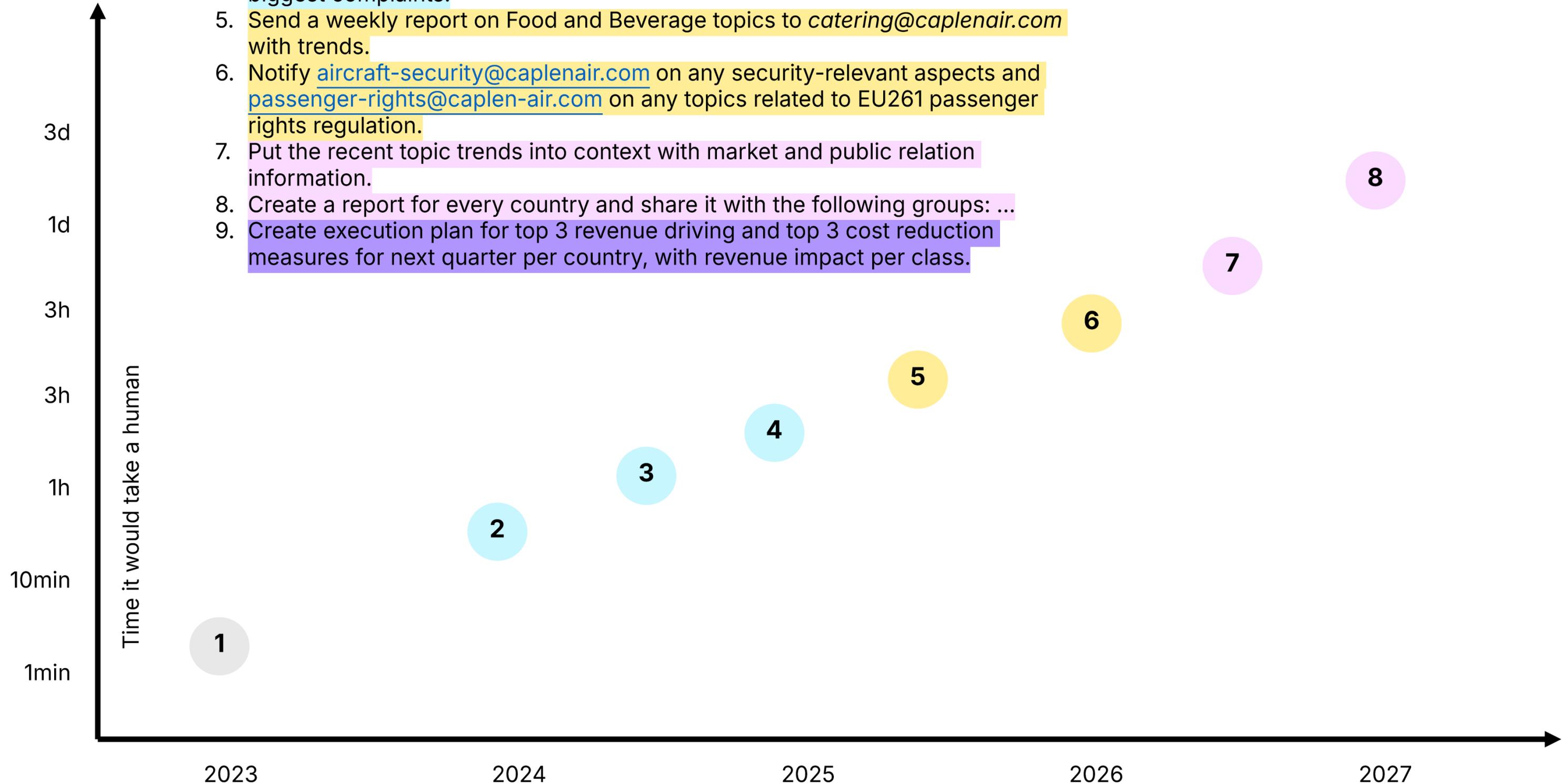
Daily active users

4

Languages



1. Give me a summary of the responses
2. What's the most common topic
3. What is the biggest driver for dissatisfaction in Business Class?
4. For the top 3 most most common aircraft types in the data, what are the the biggest complaints.
5. Send a weekly report on Food and Beverage topics to *catering@caplenair.com* with trends.
6. Notify aircraft-security@caplenair.com on any security-relevant aspects and passenger-rights@caplen-air.com on any topics related to EU261 passenger rights regulation.
7. Put the recent topic trends into context with market and public relation information.
8. Create a report for every country and share it with the following groups: ...
9. Create execution plan for top 3 revenue driving and top 3 cost reduction measures for next quarter per country, with revenue impact per class.



Three core takeaways

Research shows 60-80% of business **intelligence** dashboards go **unused** or **underutilized**.

<https://sranalytics.io/blog/business-intelligence-dashboards/>

46% of AI PoCs scrapped before reaching production, **lacking data quality** top concern in half of the cases

<https://www.ciodive.com/news/AI-project-fail-data-SPGlobal/742590/>

Putting things into **context** and doing **sanity** checks remains a crucial (human) task.

Thank you!

Scan the QR Code to receive a copy of the presentation.

