

[HBX Group's AI-backed strategy drives record customer service levels](#)

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London, 18 September, 2025 – [HBX Group](#) (HBX.SM), a leading independent B2B travel technology marketplace, has announced that its customer service reached record levels of call attendance ratios and customer satisfaction scores during the peak Summer 2025 season.

Across July and August, more than 500 thousand customer cases were managed across all channels, with written cases resolved within an average of 24 hours, highlighting the scale and speed of HBX Group's customer operations. During this period the customer service team successfully handled over 200 thousand customer calls, of which 98% were successfully answered in an average of 22 seconds and with a 93% customer satisfaction score.

"These results are a real testament to the investments made in data analytics and artificial intelligence, which together with the quality and experience of our customer service teams has enabled us to deliver record high customer service" said **Xabier Zabala, Chief Operations Officer at HBX Group**. "Our unwavering dedication to providing frictionless customer service and best-in-class tools to our partners is clear and we are committed to continue improving our services for our clients and partners alike."

The company's historic results demonstrate the benefits of using artificial intelligence (AI) for relevant customer service tasks. Over the last months HBX Group introduced AI processing of all customer queries and automated features to handle many of the simpler cases, which, in turn, frees up the customer service team to focus on more urgent and complex activities that are best managed with human input.

Additionally, HBX Group recently launched its GenAI trainer to help its customer service agents better prepare for and respond to a wide range of scenarios. HBX Group's record customer satisfaction scores highlight how technology can be applied successfully to enhance human relationships.

The success of HBX Group's customer service in ensuring that any client issues will be dealt with and resolved as quickly as possible, especially during July and August (the busiest months for their clients and suppliers) reinforces the company's goal to be at the forefront of the industry in terms of customer service.

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About HBX Group

HBX Group is a leading global independent B2B travel technology marketplace that owns and operates Hotelbeds, Bedsonline, Roiback and The Luxurist. We offer a network of interconnected travel technology products and services to partners including online marketplaces, tour operators, travel advisors, airlines, loyalty programmes, destinations, and travel suppliers.

Our vision is to simplify the complex and fragmented travel industry through a combination of cloud-based technology solutions, curated data, and a broad portfolio of products designed to maximise revenue. HBX Group is present in 170 countries and employs more than 3,500 people worldwide. We are committed to making travel a force for good, creating a positive social and environmental impact.

HBX Group International PLC (HBX.SM) is listed on the Spanish Stock Exchange, ISIN:GB00BNXJB679.

More information:

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