# Singapore Airlines partners with OpenAI to enhance customer service and operations with generative AI



Singapore Airlines (SIA) has announced a groundbreaking partnership with OpenAI, the creator of ChatGPT, to integrate advanced generative AI technologies across its business operations, marking the first alliance between OpenAI and a major airline. This collaboration aims to leverage OpenAI’s multimodal AI capabilities, which can process text, audio, video, and diagrams, to enhance various facets of Singapore Airlines’ customer service and internal systems.

The initial focus of the partnership will be a comprehensive upgrade of SIA's AI-powered virtual assistant. Currently, this virtual assistant aids customers with flight recommendations and bookings. With the new enhancements, it will deliver smarter, more personalised travel planning, assisting customers in discovering destinations and managing their trips more intuitively. The upgrade is designed to expand SIA’s self-service options, intending to create a seamless and responsive customer experience that increases engagement and supports sales conversion.

On the operational side, Singapore Airlines’ staff will benefit from an internal iteration of the AI assistant. This version is intended to automate routine queries and assist employees in navigating operational tasks efficiently. Utilising OpenAI's models, the system will pull from historical issue resolutions to enable faster decision-making, particularly in scenarios where time is of the essence. Furthermore, OpenAI’s AI will be incorporated into SIA’s existing systems for complex processes like flight crew scheduling. The AI will consider regulatory compliance, workforce availability, and operational constraints to optimise planning and improve operational efficiency.

George Wang, senior vice president of information technology at Singapore Airlines, emphasised the strategic importance of this collaboration: “By harnessing cutting-edge AI solutions, we will enhance operational efficiency and staff productivity, and elevate the end-to-end customer experience, helping the SIA Group retain its industry-leadership position.”

Oliver Jay, managing director, international, at OpenAI, expressed enthusiasm about the partnership, stating, “Singapore Airlines has long been known for its leadership in innovation and service. We are excited to work with SIA and explore how advanced AI can enhance the travel experience, empower employees, and optimise complex operations.”

This engagement with OpenAI follows another significant technological partnership for Singapore Airlines announced earlier this year in March. SIA partnered with Salesforce to enhance its customer service with Salesforce’s AI-driven tools such as Agentforce, Einstein in Service Cloud, and Data Cloud. This collaboration integrates these technologies into Singapore Airlines’ customer case management system, aiming to improve personalisation and consistency in customer interactions. Part of the Salesforce partnership also involves co-developing AI solutions tailored specifically for the airline industry at Salesforce’s AI research hub in Singapore.

Together, these strategic partnerships demonstrate Singapore Airlines’ commitment to leveraging artificial intelligence to improve both customer and employee experiences while reinforcing its position as a leader in innovation within the aviation sector.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.businesstimes.com.sg/companies-markets/singapore-airlines-openai-link-build-ai-solutions-raise-efficiency-customer-service> - This article confirms Singapore Airlines' partnership with OpenAI to develop generative AI solutions that process text, audio, diagrams, and video, aimed at improving customer service, staff productivity, and operational efficiency. It also details the planned upgrade of SIA's AI virtual assistant to provide smarter, more personalized customer experiences and expand self-service features.
2. <https://www.marketing-interactive.com/singapore-airlines-taps-openai-to-reimagine-travel-with-ai-first-customer-journey> - This source highlights the integration of OpenAI’s multimodal AI capabilities into Singapore Airlines’ customer service and internal systems, emphasizing the enhancement of the AI-powered virtual assistant for personalized travel planning and its backend use to automate routine employee queries and assist with operational tasks like crew scheduling.
3. <https://asianaviation.com/sia-looks-to-openai-for-service-solutions/> - Asian Aviation reports on Singapore Airlines partnering with OpenAI to develop and implement advanced generative AI solutions, confirming the strategic collaboration between the two entities in leveraging AI technology for airline service improvements.
4. <https://connectcx.ai/singapore-airlines-elevates-customer-service-with-ai-powered-salesforce-tech/> - This article supports the claim about Singapore Airlines' earlier partnership with Salesforce announced in March, detailing the integration of Salesforce AI tools like Agentforce, Einstein in Service Cloud, and Data Cloud into SIA’s customer service systems to enhance personalization and consistency.
5. <https://www.singaporeair.com/en_UK/us/global_footer/SIA-AI-powered-Features/> - Singapore Airlines’ official page on AI-powered features corroborates the existence and ongoing enhancement of AI virtual assistants on their platform, which process customer text inputs and support conversational AI capabilities as part of the airline's digital transformation.
6. <https://techcrunch.com/2025/04/25/singapore-airlines-openai-partnership-ai-customer-service-operations/> - This TechCrunch article details Singapore Airlines' groundbreaking partnership with OpenAI, including the use of OpenAI's multimodal AI to upgrade customer service with smarter, seamless virtual assistants and to optimize internal operational tasks such as flight crew scheduling by considering regulatory and manpower constraints.
7. <https://www.marketing-interactive.com/singapore-airlines-taps-openai-to-reimagine-travel-with-ai-first-customer-journey> - Please view link - unable to able to access data