Artificial Intelligence in Travel –
How Chatbots Are Starting to Revolutionise Loyalty and Ancillary for Airlines

zumata
User + Machine
Mega Event Asia-Pacific
23 -25th August 2017
What is AI?
KEEP CALM AND BACK TO REALITY...
Mega Event Asia-Pacific
23-25th August 2017
Mega Event Asia-Pacific
23 - 25th August 2017
Mega Event Asia-Pacific
23 - 25th August 2017
Mobile first to AI first
What’s Big In AI Today?
CHAT BOTS!

Mega Event Asia-Pacific
23 - 25 August 2017
MISCONCEPTIONS

Mega Event Asia-Pacific
23 -25th August 2017

AVIS®

Budget®
Chat Bot Interactions

User:

I want pizza for my 5 yr. old son, a bag of bacon chips for me and a cup of dr. pepper for my lil’ princess

Chatbot be like:
Chat Bot Interactions

Chatbot:
I’m not quite sure how to respond to that

User:
Mega Event Asia-Pacifc
23 - 25th August 2017
Chat Bot Interactions

User:
I want pizza

Bot:
Which size and flavor?

User:
12 inch Pepperoni

Bot:
Got it!, any drinks for you?

User:
Singapore sling please

Bot:
Orders received, would that be all?

User:
Yep

Bot:
Food will be served in 10 mins. Thank you patron!
Key points:

1. User Intents—Scope
2. Key user inputs
3. Play Assistant
4. Design Flow
5. The Script

Source: Designing chatbots
Qantas offers personalised travel inspiration with Qantas Concierge bot

MOBILE & WEARABLES | PRE-TRAVEL // FEB 2017

Qantas has launched Qantas Concierge, a Facebook Messenger bot that has been developed to give customers personalised travel inspiration.
ONLINE TRAVEL CONTENT IS IN NEED OF A MAKEOVER
Mapping Enhancement

THE SOLUTION
Advanced property and room type matching (Trained Models)

Supplier 1 Hotel
Raffles Hotel
Beach Road
1.2949° N, 103.8545° E

Supplier 2 Hotel
The Raffles Singapore
1 Beach Road Singapore
1.295° N, 103.8544° E

Match
Image Problem
Image Solution

Tagging all Image Content (Image Recognition, Trained Models)

Toilet, Mirror, Basin

Swimming Pool, Trees
Data Enhancement

Before

<table>
<thead>
<tr>
<th>Hotel Name</th>
<th>Address</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lien Phi Hotel</td>
<td>167 Pham Ngú Lao</td>
<td>★★★★</td>
</tr>
<tr>
<td>Hoang Bali Hotel</td>
<td>90A Bui Thị Xuân Street</td>
<td>★★★★</td>
</tr>
</tbody>
</table>

With Image Recognition and Image Scoring

<table>
<thead>
<tr>
<th>Hotel Name</th>
<th>Address</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lien Phi Hotel</td>
<td>167 Pham Ngú Lao</td>
<td>★★★★★</td>
</tr>
<tr>
<td>Hoang Bali Hotel</td>
<td>90A Bui Thị Xuân Street</td>
<td>★★★★★</td>
</tr>
</tbody>
</table>
Hotel Description A

Solaz De Los Andes Hotel Spa is a place dedicated to relax. Its atmosphere is inspired in the most autochthonous of Mendoza. This is why Solaz is the first urban hotel in the city where the vitivinicultura is the main character in the service that we offer to each passenger. The avant-garde design and the details in each space of the property are a constant of the good taste of our hotel. It has high quality and variety of services—great comfort and the most advanced technology. Offering each visitor a tailor-made service with professionals of first level and an unique infrastructure in Mendoza County. Free access to 500 M2 of Spa-Solarium and Gym. In the underground of Solaz—a wine cellar of 330 M2. It opens their doors so that the Mendozaños and the tourists can know the rituals and secrets that hide behind the enigmatic flavor of a good wine. It contains all the mysticism and the energy of a traditional wine cellar but with a touch of modernism and urban style. We have 2 meeting rooms for private events, 1 auditory for 140 people in orchestra form and one for 250 in cocktail form. Room Parking Lot.

Hotel Description B

- The comfortable 4-star Solaz De los Andes Hotel Spa is set in a historic area minutes away from Caggiati Hnos Y Cia Winery, Las Lenas and Complejo Cultural Kilka - Bodegas Salentein.
- The 24-hour restaurant provides fine meals.
- Currency exchange, a wine cellar and a safe deposit box for general use and a business center, internet access and conference facilities for work can be found on-site.
- Leisure facilities feature a casino, a swimming pool and a cocktail lounge.
- A short distance to a bus stop enables you to get to Emilio Civit Convention Center, Spain Square and Catena Zapata Winery in no time. Just 20 minutes from the center of Mendoza.
- A short drive from El Plumerillo airport.

Analyze Hotel Descriptions (Concept Insights)

<table>
<thead>
<tr>
<th>Hotel</th>
<th>Amenities</th>
<th>Location</th>
<th>Landmarks</th>
<th>Transport</th>
<th>Food</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>63%</td>
<td>50%</td>
<td>50%</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>B</td>
<td>80%</td>
<td>67%</td>
<td>74%</td>
<td>68%</td>
<td></td>
</tr>
</tbody>
</table>
Data Enhancement Application

ZUMATA

business hotel within walking distance of the merlion, has a gym, that is good value for money less than 200usd

Results

- Pan Pacific Singapore
  - Rating: **Excellent**
  - Price: $195
- Swissotel Merchant Court
  - Rating: **Very Good**
  - Price: $165
- M Hotel Singapore
  - Rating: **Very Good**
  - Price: $123

- Hotel Types: Business Hotel
- Place of interest: Merlion, Singapore, Singapore (1.27 Km)
- Amenities: Gym
- Sentiments: good value for money
- Location: Singapore (all), Singapore
- Budget: currency: USD, highest: 199, lowest: 0
- Hotel ratings

Mega Event Asia-Pacific
23 - 25th August 2017
Facebook Messenger can now be your boarding pass on KLM flights

by Jacob Kastrenakes | Mar 30, 2016, 11:26am EDT
Meet Joan

Joan is a customer service rep. She answers hundreds of nearly identical questions each day punctuated by a few real problems.

She’s good at it!

Business booms!
Awesome! Let’s just clone Joan!

Problem solved! Except...
Mega Event Asia-Pacific
23 - 25th August 2017
I WILL NOT COPY AGAIN

I WILL NOT COPY AGAIN

I WILL NOT COPY AGAIN

I WILL NOT COPY AGAIN

I WILL NOT COPY AGAIN
The 4 Rules Of AI Agents

1. Draw conclusions from examples
2. Remember what’s been said
3. Learn new things
4. Understand emotion
Back to Joan

So... Intelligent Agents can handle daily tasks and can improve with use.

Joan can now handle the hard stuff and leave the rest to the Agents. We have, in a sense, cloned Joan.
Joan’s Workload Before Intelligent Agents
Total Workload After AI Agents

Hard Tasks

Easy Tasks

AI Agents
Benefits are too strong to ignore

24/7
Scalable
Multi-lingual
Always happy, always thinking clearly
No sick days
No HR overhead
Easily trained for new tasks
Integrate functionality with your CRM
Gartner predicts by the year 2020, 85 percent of all customer interactions will no longer require human customer service, and most of the relationships between companies and their customers will be built without human interaction.

2020 – only 3 years from now!
What is AI?
Mega Event Asia-Pacific
23 -25th August 2017
EFFICIENCY

Speed  Quality  Costs
How can I get started?
Ouch! Where does it hurt?
Simplifying the complex with business-grade technology solutions

enquiry@zumata.com