Chatbots revolutionizing ancillary & retail
(caravelo)
Revolutionizing ancillary and retail through chatbots

Who are you?

18 geeks in BCN

11th Ancillary Merchandising Conference
What do you do?

Software Solutions provider for airlines

+6 years of Experience

12 airline partners

8 Products Live

11th Ancillary Merchandising Conference
Revolutionizing ancillary and retail through chatbots

What is it with Caravelo and chatbots?
We are developing solutions for 5 airlines worldwide.

And what is it your chatbots do?
Enable sales and servicing.

Can we talk to them?
Sure! You can talk to Vale, Lumi, Timmy or Tyler.
So what exactly are you talking about?

A humanized, digital selling experience

Enable a personalized and ‘always available’ direct relationship between airlines and their passengers
This looks all very new?

Chatbots have been around for ages!

ELIZA > (PLEASE TYPE IN ALL CAPS) WHAT'S YOUR NAME DEAR?
AMIT
ELIZA > HI. I'M ELIZA. WHAT DO YOU WANT TO TALK ABOUT?
AMIT > CAN I TALK ABOUT MY PROBLEM?
ELIZA > SURE....!
AMIT > DUE TO ON GOING EXAMS IN COLLEGE, I HAVE A LOT OF STRESS.
ELIZA > PLEASE RELAX A LITTLE. SLEEP WELL.
AMIT > THANKS FOR YOUR ADVICE.
ELIZA > NO MENTION.
AMIT > BYE
ELIZA > BYE AND KEEP IN TOUCH....

11th Ancillary Merchandising Conference
Revolutionizing ancillary and retail through chatbots

So why the excitement now?

The medium is the message

**Message Apps Have Surpassed Social Networks**
Monthly active users for top 4 social networks and messaging apps

**Mobile Share of Retail eCommerce Transactions in the U.S**

11th Ancillary Merchandising Conference
Revolutionizing ancillary and retail through chatbots

So why the excitement now?

It’s not theoretical anymore

POSSIBLE

POWERFUL

11th Ancillary Merchandising Conference
Revolutionizing ancillary and retail through chatbots

So why is it important for the airline industry?

It solves 2 BIG challenges

Airlines want to be retailers

Airline mobile experience is poor

11th Ancillary Merchandising Conference
Why can’t airlines sell beyond seats/bags/hotels/cars?

The current transaction experience of airline.com doesn’t allow them to become true retailers.
The apps market has matured.

An average person spends 80% of his time on only 5 apps.

On the other hand, there is a boom in 1:1 messaging platforms.
Revolutionizing ancillary and retail through chatbots

So what is the main driver?

It’s simple

PERSONALIZATION
Revolutionizing ancillary and retail through chatbots

From One-to-Many, to One-to-One

11th Ancillary Merchandising Conference
Why is personalization important?

Why should customers have to repeat themselves?

Aisle or window? Front or back?

What is your name / surname?

Do you have a frequent flyer number?

Where are you travelling to/from?

What is your reference number?
Our preferences are individual
Subtle and gentle profiling
Revolutionizing ancillary and retail through chatbots

Communicate your brand

Be your brand

11th Ancillary Merchandising Conference
The Airline business has evolved over time
Revolutionizing ancillary and retail through chatbots.

Airline retailing has also done the same.

11th Ancillary Merchandising Conference
Revolutionizing ancillary and retail through chatbots

WHAT’S NEXT?

11th Ancillary Merchandising Conference
Revolutionizing ancillary and retail through chatbots

From air travel provider to trusted concierge

Your airline as your on-trip concierge

Hire a car from us!
Book a hotel from us!
We’ll insure you!
Book your seat now!

11th Ancillary Merchandising Conference
Revolutionizing ancillary and retail through chatbots

So why doesn’t everyone have one?

Well, they are easy to build

But they are hard to get right

... 

But we will share the secret sauce...
NLU providers are just that, not a solution

More than anything, users deserve purpose and utility

It’s your brand! Your tone of voice must come through

Expect unexpected, so training, training, training

Be everywhere! Enable global ubiquity

11th Ancillary Merchandising Conference
Revolutionizing ancillary and retail through chatbots

So what do they look like in action?

Let’s see
Revolutionizing ancillary and retail through chatbots

What’s next? The robots take over?

More utility, new frontiers

11th Ancillary Merchandising Conference
Revolutionizing ancillary and retail through chatbots

What about a reality check?

Company resistance to evolve current organization departments

11th Ancillary Merchandising Conference
Revolutionizing ancillary and retail through chatbots

Who is in charge here?

You don’t own the channel

11th Ancillary Merchandising Conference
Revolutionizing ancillary and retail through chatbots

Rules are not set (yet)
So where do I start?

You can talk to us, you can talk to Microsoft, IBM or others.