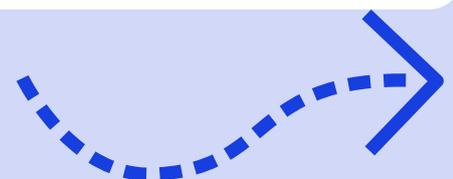# Where do I start with AI?

A beginner's guide to using AI in customer service for travel and hospitality companies.

Funding for generative AI surged, nearly octupling from 2022 to reach **$25.2 billion.**

Stanford University, 2024.

**Find out more about AI in CX in this guide.**

# Take the first step.

We've seen many predictions on how **AI will change customer service** in the following years and how it will enhance the traveler experience. We've understood that strategic side of the story and we're ready to take off on this exciting journey. But what's the first step and how exactly does it apply to all your customer touchpoints?

This is why we'd like to give you a simple beginner's guide with clear use cases so you can understand how AI can enhance customer experience at every service touchpoint and lower your total cost of ownership.

We'll be using a fictive company and a fictive customer to illustrate **how AI can help improve every step of the way.**

Marie is a German customer who purchased tickets for her and her brother for Mallorca, Spain. She is Imagined Airlines's loyal customer and often flies with them on both business and leisure trips.

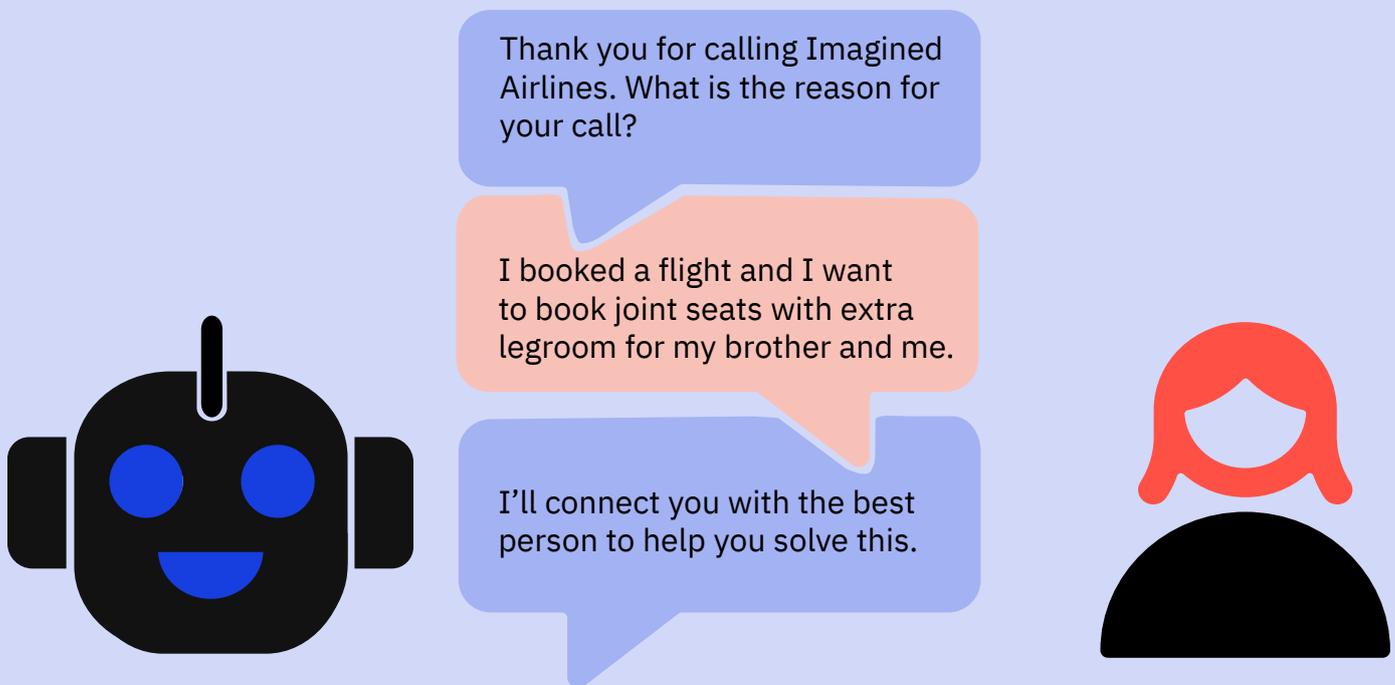Come on-board with us on your AI journey!
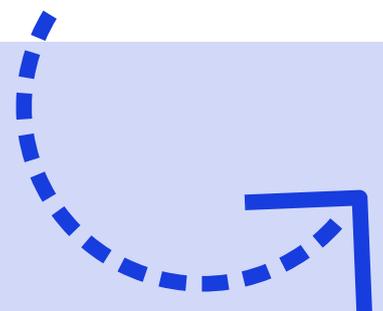
# 1. Quickly fix what has been broken for a long time.

Let's take a look at your customer's first touchpoint with your service. For airlines and travel agencies, it often involves navigating an outdated IVR system. Traditional IVRs, largely unchanged since the 1980s, can frustrate customers and lead to costly misrouting.

**39% of people** would rather clean a toilet than contact customer service via an IVR.
Forbes, 2019

> Thank you for calling Imagined Airlines. What is the reason for your call?

> I booked a flight and I want to book joint seats with extra legroom for my brother and me.

> I'll connect you with the best person to help you solve this.

*The AI-powered IVR will route Marie to an agent in the sales team as there is a possible upsell opportunity.*

Brilliant, right? Just imagine how much this can improve your customer satisfaction and lower your costs caused by wrong routing.

## 2. Eliminate language barriers to manage peaks.

Now imagine you're in the middle of the summer peak. The phones are ringing off the hook and there's a 4+ minutes waiting time. A very high percentage of your callers, including Marie, will just drop the call and give up on changing their seat, upgrading to a higher class, or adding a hotel or car rental booking to their trips. Oops - now you're losing revenue.

Fortunately, **AI** comes to the rescue again. With **real-time translation powered by AI**, your English-speaking agents sitting in Cairo or India can support Marie, your German-speaking customer, in **real-time**. She doesn't have to wait in line for 4+ minutes - she can get support right away, **24/7**, in her native language.
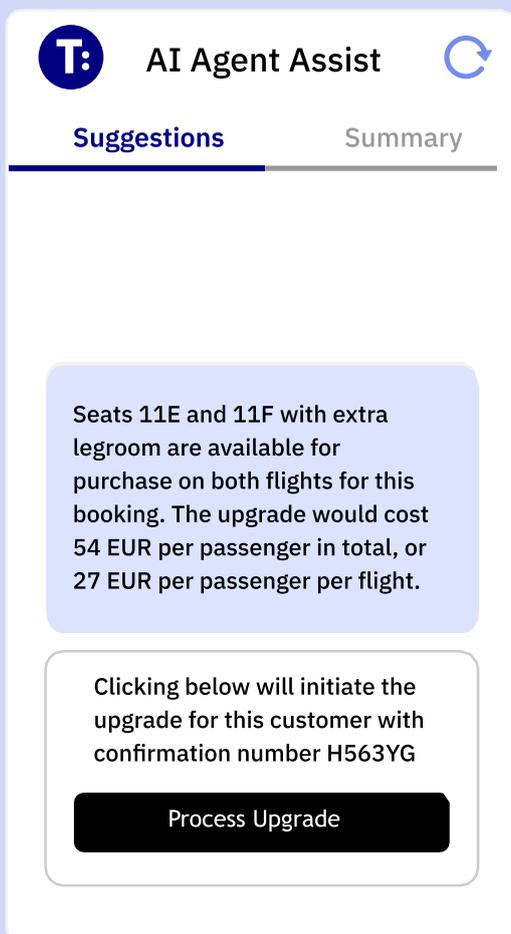


Hi, I'm David.
I speak 99
languages.

For you, this means **additional revenue.** It also means you can hire **anywhere** in the world and access larger talent pools for lower costs. Sounds like a fairytale? Nope, with **AI** it's reality.

[**Check out how TUI did it.**](#)

# 3. Give your agents superpowers.

After being successfully routed to the right customer service team in Cairo that is supporting her in German, thanks to **real-time translation**, Marie is now getting support with her seat upgrade. Normally, the agent would need to manually authenticate the customer by entering her order number into the system, check if the desired seats are still available, and search through your huge and complex knowledgebase to find the cost of the required upgrade, applicable promotions, and cancellation policies, and manually update the system with the new reservation. How many clicks and time would that take? Around 5-10 minutes, right?

Again, thanks to **AI technology,** this can now be done much faster. AI can **automatically** pull up your customer details directly from the CRM, summarize the info from the knowledgebase, and give your travel agent a button that triggers the upgrade in the system which is **automatically** done **without any manual work**. And that would take approximately **2.5 minutes** instead of the initial 5.

**T:** AI Agent Assist ↻

**Suggestions**          Summary

Seats 11E and 11F with extra legroom are available for purchase on both flights for this booking. The upgrade would cost 54 EUR per passenger in total, or 27 EUR per passenger per flight.

Clicking below will initiate the upgrade for this customer with confirmation number H563YG

Process Upgrade

Powered by ᐱnetomi

Can you calculate how much money you have just saved with this **agent-assist tool** powered by **AI**? And how much **happier** your customer and agent are? Impressive, right?

Learn how your AI-powered Agent Assist tool can benefit your business.

# 4. Hyper personalization is not just a buzzword.

Everybody likes to feel special. And our girl Marie is not an exception. Your **AI-powered agent** assist tool can analyze her travel history and suggest the agent give her a discount on this or the next trip.

It can also suggest an **upsell opportunity** because it could conclude from the travel history that Marie always takes a few weekend trips at the end of the summer, usually to the Mediterranean countries.

It just so happens that your airline, hotel, and spa have discounts for September in Malta. And voilà - you get an upsell and Marie gets a great deal for another fantastic trip to the south of Europe.
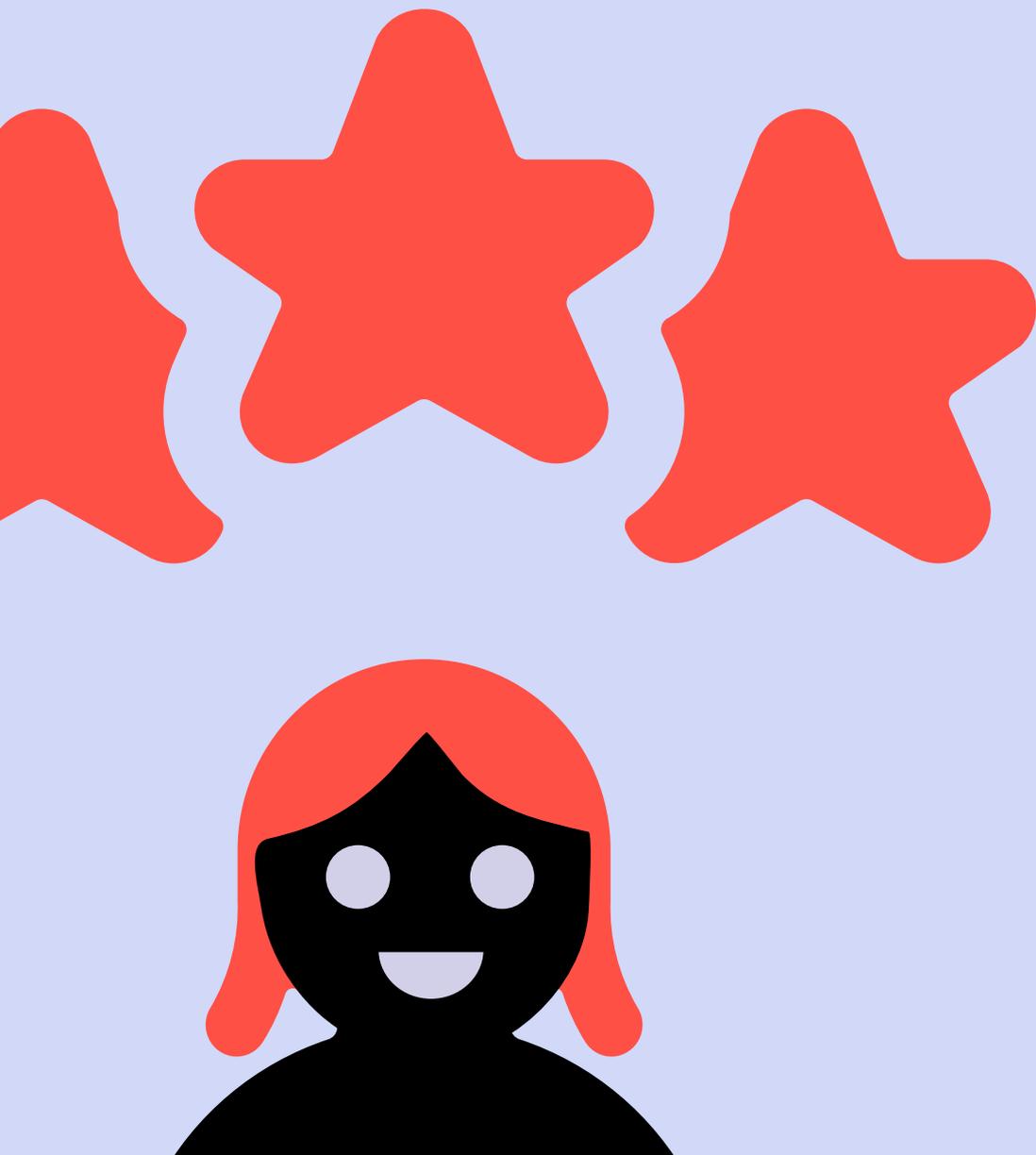
# 5. Make data actionable.

How many QAs would you need to be able to listen to 100% of your calls or text interactions in all the languages you support? Now you just need **AI support** and your quality analysis will finally reach the level you always dreamed of - presented in a **single language of choice.** You're now able to slice and dice the performance data without complex setups and dashboards and have all the insights you need with a few clicks, together with improvement suggestions.

### Contact Reason Insights ⓘ

**Business Category**     Frequent Contacts

| Title | Volume | Resolution rate | Positive sentiment | Negative sentiment |
|---|---|---|---|---|
| Product Information, Pricing, and Promotions | 224 | 81% | 81% | 4% |
| Order Processing & Fulfillment | 199 ↑ | 37% | 59% | 14% |
| Customer Service and Support | 177 | 64% | 56% | 28% |
| Delivery and Shipping | 115 ↑ | 29% | 45% | 19% |
| TV and Internet Services | 83 | 54% | 60% | 18% |
| Customer Account Management | 83 | 60% | 73% | 11% |
| Payment and Billing | 62 | 40% | 53% | 11% |
| Order Management | 48 ↑ | 28% | 58% | 21% |
| Website and Mobile App Functionality | 47 | 80% | 87% | 2% |
| Subscription and Contract Management | 46 | 53% | 59% | 24% |

Based on the conversation with our protagonist, Marie, **AI** was able to conclude that she was routed to the right person and that the suggestions given to the agent were accurate and accepted. By **analyzing** all other interactions with your customers, it can tell you how **efficient** your AI tools are and how you can **continuously improve** them. All of this means that proving the **impact of AI implementations** can be a piece of cake.

### Ready to take it to the next level with us?
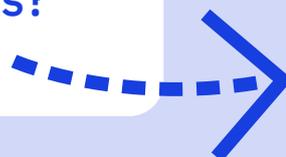
# Was that helpful?

Navigating through new waters is always challenging. Your executives are pushing for innovation but can be reluctant to invest. Your local management is a bit scared of change and risk-averse. But you're not alone in this - everybody is experiencing the same challenges.

Luckily, we're here to help. We're a **CX specialist** operating across **28 counties** and **90 contact centers.** We're also experts in **digital** and **AI technology** that can reshape your customer service operations and customer experience.

Reach out to us - we're more than happy to share knowledge and give advice.

Let's have a chat