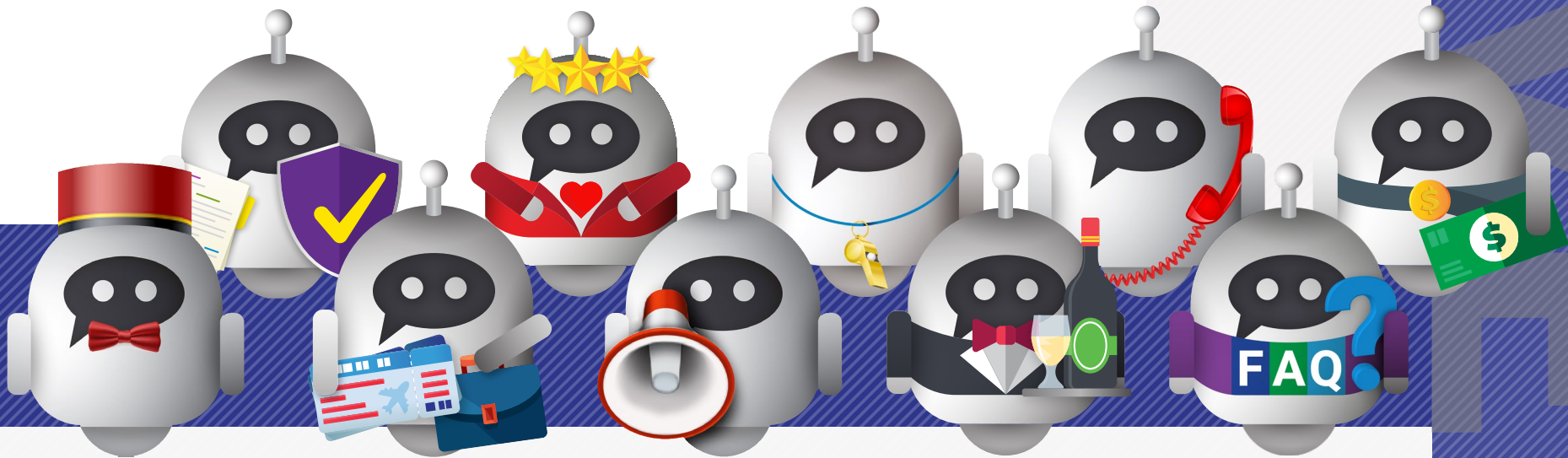


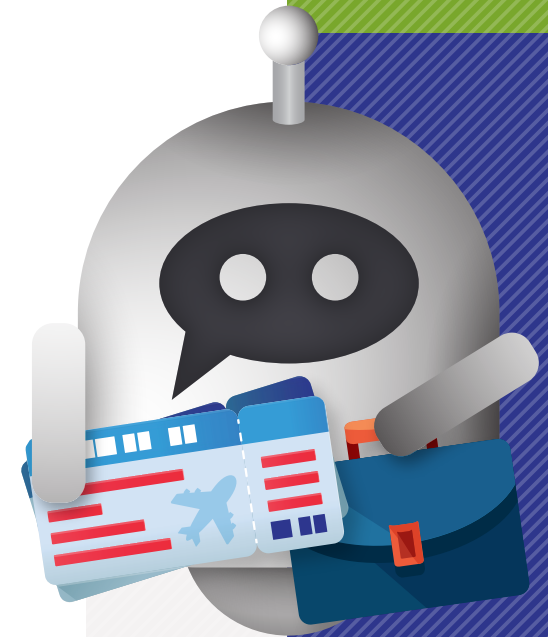
# TRAVEL

## 10 Smart Travel Bots to Transform Customer Experience



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# Boosting Customer Engagement

As one of the most dynamic customer-facing global industries, the travel and tourism industry is a perfect fit for travel chatbots. From airlines to ferries and cruise lines, from railways to coach tours and hotels, the travel and tourism industry represents one where people are continuously on-the-go, itineraries are in flux, infrastructure is capital intensive and distributed, and customer service can make or break you. The ability to provide superior customer experience relies not only on excellent customer service but also on the quality and availability of transportation infrastructure, event facilities, and/or accommodation.

Bots can help your customers book or reschedule their itinerary or accommodation, provide loyal customers with upgrades, proactively engage to notify customers of other related services while they travel, handle claims for lost or damaged luggage, or alert them to delays or schedule changes. They can be deployed across multiple communication channels - voice-activated devices, web, email, SMS, social, chat, and messaging, helping deliver seamless engagement, all at a lower cost.

**This eBook introduces a small sample group of travel bots** that, either alone or assembled as a team, can transform how travel providers engage with their customers. These are not just chatbots. They also have the power to get things done, injecting data into conversations to provide more meaningful and personalized experiences, and automating key tasks and workflows to actually execute on what the customer needs. All this translates into greatly enhanced customer experiences while lowering the need for costly human intervention.



# Welcome Aboard Travel Bots!

Our travel bots perform different roles and functions, at the forefront or in the back office, providing responses to FAQs and personalized information on-the-go, booking flights and accommodation, processing payments or refunds, upgrading frequent travelers, updating customers about lost luggage or travel changes, promoting new products and services - all in order to enhance the travel experience and drive business success.

They are at your service across all customer-centric touch points in the organization, from the very first customer interaction and through customer acquisition, operations, retention, loyalty, and customer service interactions. They can be deployed for small specialist tasks or scaled up instantly to deal with very large volumes of work and transactional requests. Individual bots are designed for a very targeted and specific business purpose with a goal of achieving a specific outcome. An overarching master bot, the digital assistant, handles all the conversations with your customers, routing tasks to the appropriate bot or bots to fulfill. This bot orchestration model enables you to add skills and scale your bots in a flexible, agile, and cost-effective way.

## Characteristics of ServisBOTs include:



**Intelligent:** With embedded AI, ServisBOTs can navigate complex customer journeys and conversations with multiple outcomes.



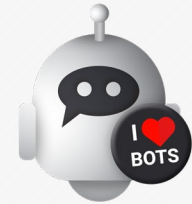
**Flexible:** ServisBOTs support different types of interactions, from FAQs to more complex booking or proactive customer loyalty campaigns..



**Efficient:** Built on serverless technologies, ServisBOTs are efficient and cost-effective, executing tasks and then standing down.

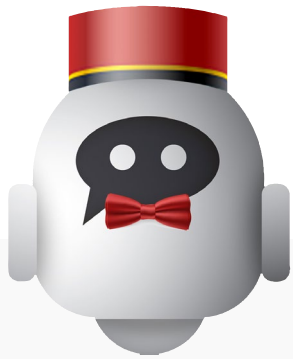


**Agile:** ServisBOTs are very agile and adjust their behaviour to real-time market & operational challenges quickly and easily.



**Social:** ServisBOTs don't just work among themselves, they integrate with 3rd party applications and happily work with other bots.

# Introducing 10 ServisBOTs For Travel, Transport & Entertainment



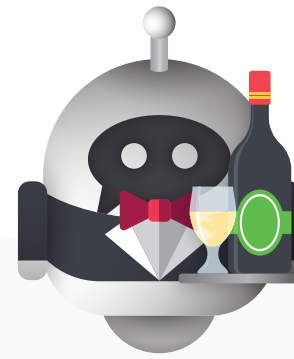
Virtual Assistant



BookingBOT



AlertBOT



UpgradeBOT



FAQBOT



ClaimsBOT



LoyaltyBOT



ComplaintBOT



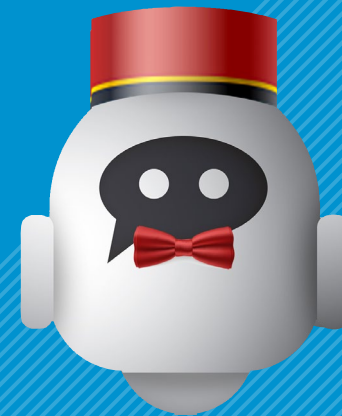
UpsellBOT



RefundBOT

# Virtual Assistant

I'm your cheerful virtual assistant and brand ambassador. Find me online 24/7, handling conversations with your customers across many digital channels and different touch points, routing them to the appropriate bot to handle specific tasks. I am the only bot that is aware of all other conversations going on and can ensure the customer has a seamless journey in fulfilling their need.



## How I Help the Business

- 24/7 access without staffing costs
- Orchestrate to/from other bots to automate tasks
- Consistent brand experience across channels
- Reduced costs of service delivery

## How I Help the Customer

- Increased convenience and access across all channels
- Eliminate dropped live chats, call holding and transfers
- Immediate response to common requests and FAQs
- Available on multiple channels - voice, SMS, message, web, email.

## Customer Journeys

General reception bot on website or in-app

Premium assistant for loyalty program customers

Out-of-hours assistance

Eliminate holding on voice queues

More cost effective alternative to live chat

## Metrics

# unique contacts

# inquiries

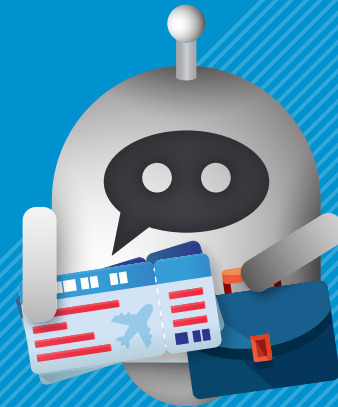
% intents resolved

% routing by intent

> [Read the Blogpost: The Fundamentals of a Successful Chatbot Strategy](#)

# BookingBOT

I help your customers book their travel, accommodation, entertainment, events, and more. Whether they are new customers or frequent travelers, I help them find the best itineraries, seats, prices, dates, and any other related services, answering their queries along the way. I make booking a seamless experience, no matter what channel.



## How I Help the Business

- Faster time-to-booking generates more revenue
- Inject data from passenger systems for more personalized engagement
- Automated handling of booking tasks and workflows reduces costs
- Reduced cost of service delivery through lower staffing costs
- Increase customer loyalty through better and proactive experiences

## How I Help the Customer

- Increase convenience and access across all channels
- Accessible 24/7 and while customers are on-the-go
- Eliminate dropped live chats, call holding and transfers
- Seamless and user-friendly booking experiences
- Realtime information on offers, membership status, etc.



See BookingBOT in Action

## Customer Journeys

Convenient booking of tickets, travel, entertainment etc.

24/7 response to booking queries

Eliminate waiting on voice queues

Efficient gathering of the info required to make a reservation

Proactive engagement around upgrades, and related travel information

## Metrics

#bookings initiated

#bookings completed

\$ bookings



# AlertBOT

I notify customers of any travel changes or events that may impact their travel or entertainment plans. I also work with Booking Bot to reschedule arrangements where necessary or with Refund Bot to process refunds. I help answer any queries the customer has relating to status changes and can also issue them with vouchers for any resulting inconveniences.



## How I Help the Business

- Proactive and timely outreach drives customer satisfaction
- Retain customers by rebooking them, where needed
- Sweeten disappointment by sending relevant vouchers/rewards
- Consistent experience across channels
- Increase customer loyalty through more proactive experiences

## How I Help the Customer

- Immediate access to information impacting arrangements
- Ability to quickly and easily take required actions
- Alert comes with a path to solution

## Customer Journeys

Proactive and timely outreach with relevant travel alerts

Ability to take actions to rebook travel or make necessary changes

Faster receipt of refunds or vouchers

Immediate response to travel-related queries and requests

## Metrics

# alerts

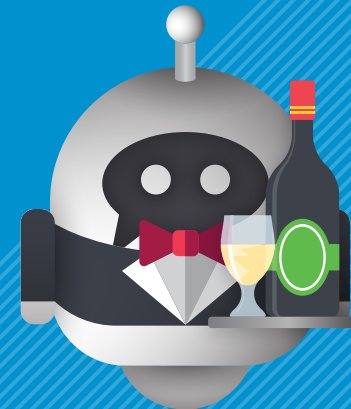
# customers rebooked

% alerts routed to refund



# UpgradeBOT

I assist customers with requests for upgrades on their flights, tickets, or accommodation but I can also be proactive and reach out to loyalty or membership customers, surprising them with available upgrades. I am all about keeping valued customers happy when it's feasible and sensible to upgrade them.



## How I Help the Business

- Generate more lifetime revenue through customer loyalty and retention
- Match availability of upgrade to customer value for superior experience
- Decrease cost of managing upgrades by limiting human involvement
- Free agents up to spend more time on complex customer issues
- 24x7 activity without the staffing costs

## How I Help the Customer

- Less friction and wasted time with efficient upgrade management
- Real-time proactive and personalized upgrades created exceptional experience
- Eliminate need to speak to a person, unless necessary
- Better management of customer membership status and upgrades

## Customer Journeys

Respond to customer requests for upgrades or add-on services

Process any payments or loyalty points relating to upgrades

Proactive personalized outreach to upgrade a valued customer on-the-fly

Frictionless and easy upgrading

Available 24/7 across multiple channels

## Metrics

# inbound upgrade requests handled

% customers upgraded

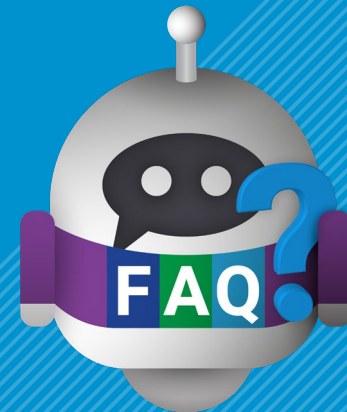
\$ generated in upgrading

# proactive upgrade offers

% customers avail of proactive upgrade

# FAQBOT

I am your go-to for FAQs. Available 24/7, I field inquiries and provide answers to frequently asked questions relating to a customer's travel, entertainment or accommodation arrangements. My goal is convenience, eliminating the need to sift through web pages or wait on hold, just to find easy answers.



## How I Help the Business

- Reduce effort for customers looking for answers to common questions
- Redirect human agents to spend time on more complex requests
- Improve customer experience by resolving easy questions more efficiently
- Deploy on website, customer portals, social messengers or in mobile-apps

## How I Help the Customer

- Experience personalized and guided self-service conversations
- Eliminate sifting through web pages or long phone wait times
- Around-the-clock access to support wherever you are
- Transfer to agent with history if question is not answered satisfactorily

## Customer Journeys

24/7 access and answers to FAQs

Replace and/or augment search functionality on web pages, in-app, etc.

Link customers quickly and easily to helpful travel information

Reduced complexity and transparency of travel information

## Metrics

# queries initiated

% questions resolved satisfactorily

% of queries redirected to agents

Duration of engagement

# ClaimsBOT

Mistakes happen, luggage gets lost or damaged in transit, personal property is stolen or damaged, or customers sustain an injury. I manage frustrated customers who want to make a claim for these losses, damages, or injuries. I work 24/7 in order to respond immediately to claims-related requests and I speed the resolution and payment on claims, so that customers negative experience is handled in as positive a way as possible.



## How I Help the Business

- Faster and more efficient claims resolution
- Automated handling of claim inquiries
- Reduced cost of service delivery through lower staffing costs
- Increase customer retention/loyalty through better service

## How I Help the Customer

- Increase convenience for filing a claim and providing details
- Access across all channels
- Eliminate dropped live chats, call holding and transfers
- Proactive updates on claims status



**Check out a Claims Bot Animation<sup>1</sup>**

<sup>1</sup>This is based on an auto insurance claim but the concept is similar.

## Customer Journeys

Convenience in filing a claim and gathering details

Faster and lower friction claims resolution

Eliminate waiting on voice queues

Proactive status updates on a claim

Immediate 24/7 responses to queries about a claim

## Metrics

#claim requests handled

% claims passed on for processing

#status updates on claims

# LoyaltyBOT

You may have a reward or membership program. I proactively reach out to your members to update them on eligible rewards or promotional offers based on their travel plans. This could be making recommendations on related services such as restaurants, entertainment, attractions, rental car offers, etc. based on their location or destination. I can also work with Upgrade Bot to provide valuable experiences in the form of an upgrade on tickets or accommodation during their travel, for example.



## How I Help the Business

- Generate more revenue from increased bookings and related services
- Lower costs of proactive outreach through automation
- Free up staff for more complex customer issues
- Build long-term loyalty through frequent and superior experiences

## How I Help the Customer

- Transparency of travel deals, reward eligibility, and related travel services
- Proactive updates on loyalty or membership eligibility
- Frictionless conversations that enhance the travel experience



**Read the blog: Winning the Brand War with Bots**

## Customer Journeys

Proactive engagement from travel provider on rewards, offers, related services

Seamless travel experiences and easy access to travel-related information

Transparency on eligibility for rewards, offers, and programs

Easy access to personalized travel offers and information

## My Metrics

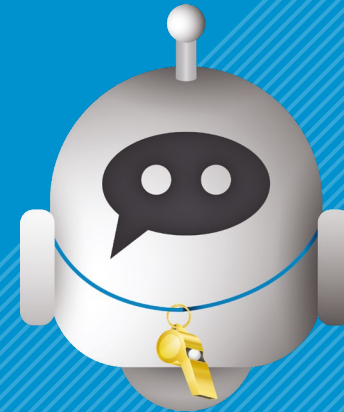
# proactive conversations

% customers engaged in offer/reward

\$ offers/services sold

# ComplaintBOT

I handle customer complaints 24/7, resolving those that are possible, escalating to human agents if necessary. Whether it's lost baggage, a poor experience, bad service, or any other issue that a customer has a complaint about, i am here to help. I can work with other bots to resolve even complex issues.



## How I Help the Business

- Lower human agent handling time of complaints
- Lower cost of managing complaints
- Proactive engagement and follow-up on complaints

## How I Help the Customer

- 24/7 access to lodge complaint
- Proactive updates on the status of a complaint
- Faster resolution and lower wait times



Meet ComplaintBot

## Customer Journeys

Immediate response to complaints  
24/7

Lower wait times and faster resolution  
of routine complaints

Eliminate frustrating call-holding  
or live chat

## My Metrics

# complaints handled  
% routed to human agent  
% resolved by bot

# UpsellBOT

I proactively reach out to customers to engage their interest in new travel products or services. I can also work with Booking Bot while a customer is booking travel or tickets and upsell them on products and services that are related to their plans. My goal is to convert customers to travel offerings or add-ons that are relevant to them. I also work well with Upgrade Bot and Loyalty Bot to increase retention rates and revenue per customer.



## How I Help the Business

- Generate increased customer revenue from new products
- Automate upselling and inject into different conversations as appropriate
- Gather early feedback from customers on new products/services

## How I Help the Customer

- Convenient outreach at the customer's time and pace
- More transparency and tailoring of products and services
- Immediate response to customer queries on add-on products/services

## Customer Journeys

Relevant and timely information on new travel offers, services, products

More personalized and proactive outreach on related offerings

Transparency of details and pricing

Access to broader range of travel-related services via single vendor

## My Metrics

- # Proactive upsell conversations
- % Customers engaged
- % Customers converted
- \$ additional services/products sold

# RefundBOT

I am your go-to for refunds, assisting customers day and night with refunds on canceled or rescheduled trips, tickets, or events. I answer queries customers have on refund amounts and expedite the processing of a refund by gathering all the necessary information from the customer. I work with Booking Bot and other bots to make sure that any refund amounts or reward points are reimbursed to the customer.



## How I Help the Business

- Lower cost of managing refund process
- Fast and convenient response to customers in their preferred channel
- Better management of refunds improves customer experience
- Turn refund process into other proactive conversations with customer

## How I Help the Customer

- Experience personalized refund requests
- Eliminate wait times or out of office hours
- Faster processing of a refund



**Read the Blog: Putting Bots to Work in Customer Service**

## Customer Journeys

24/7 access to request a refund

Faster request-to-refund time

Access across multiple channels

Refund can be initiated as part of other customer journeys (booking, upgrade, etc.)

## Metrics

# refund requests handled

% refunds handled successfully

% of refund requests redirected to agents

Average time from request to refund





# Are you Ready to Deliver a Superior Customer Journey?

If you are interested in deploying simple yet effective bots to gain fast and positive outcomes for your travel or entertainment organization, you may be interested in reading our recent blogpost [Customer Experience Flies High with Travel Bots](#).

To read more about Conversational AI and ServisBOT please check out our [additional resources](#).

For more detailed information or to schedule a demo please [contact us](#).

> Check out our Animations

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## About ServisBOT

Our Conversational AI platform allows you to easily create bots for multiple travel use cases, tying these securely to business tasks. You don't have to be a developer to build and deploy AI-powered bots but your IT department will love the enterprise-grade architecture and technology that supports secure integration, scalability, and data isolation.

