



# Harnessing Technology Artificial Intelligence in Travel

Artificial intelligence is already being harnessed by travel companies and will be increasingly used as we move into the future

Jon Pickles, COO at Kaptio Travel





Before



After



# Should we be afraid of AI?

I think you know what the  
problem is just as well as I do



# What are mainstream today?



Google



Alexa



Siri

AI - useful or just an assistant?





...and AI self driven vehicles, future for tours?



# Recommendations engine

38%

of Amazon.com's revenue is  
generated by its [AI-powered]  
recommendation engine.

Mckinsey



# TRUST: is the information accurate or does it need refinement

“Get me a flight to New York next Tuesday”

It got my location right

Flights from Bristol to New York

☐ One way ☒ Round trip

Bristol, United Kingdom - BRS New York, United States - All airports

Sat, 20 November, 2021 Fri, 26 November, 2021

Best matches ⓘ Return ticket price

✈ Multiple Airlines	14:20 - 22:40	13h 20m - 1 Stop	£227
✈ Multiple Airlines	10:45 - 22:00	16h 15m - 1 Stop	£283
✈ Multiple Airlines	10:45 - 22:00	16h 15m - 1 Stop	£283
✈ KLM	06:00 - 13:10	12h 10m - 1 Stop	£357
✈ Virgin Atlantic Airways	06:15 - 13:10	11h 55m - 1 Stop	£366
✈ Virgin Atlantic Airways	06:00 - 13:10	12h 10m - 1 Stop	£375
✈ Virgin Atlantic Airways	06:15 - 15:50	14h 35m - 1 Stop	£361
✈ Multiple Airlines	14:20 - 18:05	32h 45m - 1 Stop	£206
✈ Delta Air Lines	06:15 - 13:10	11h 55m - 1 Stop	£387
✈ Multiple Airlines	06:00 - 13:10	12h 10m - 1 Stop	£387

See more >

Not quite the date I requested

# TRUST: Can we trust the information provided?

“Are there any COVID travel restrictions for UK travelers in to the US?”

<https://www.gov.uk> › ... › Foreign travel advice ⋮

## USA travel advice - GOV.UK

Latest **travel** advice for **USA** including how to stay safe during the **coronavirus (COVID-19)** pandemic and information on returning to the **UK**.

[Entry requirements](#) · [Arctic travel](#) · [Travel advice help and support](#)

<https://www.gov.uk> › ... › Foreign travel advice ⋮

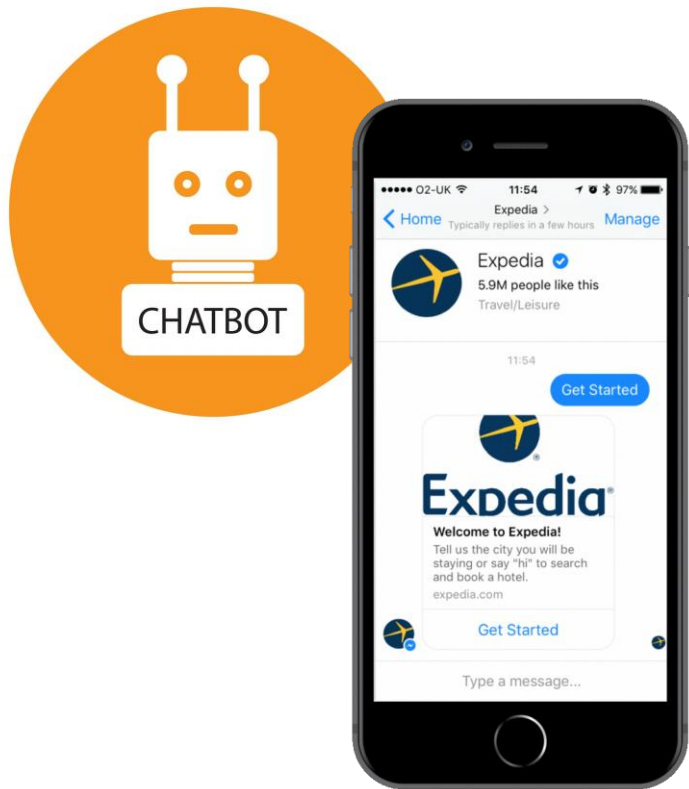
## Coronavirus - USA travel advice - GOV.UK

**Some** states have **rules** in place requiring **travellers** from other states, with high rates of **COVID-19**, to quarantine for 14 days or to provide proof of a negative ...

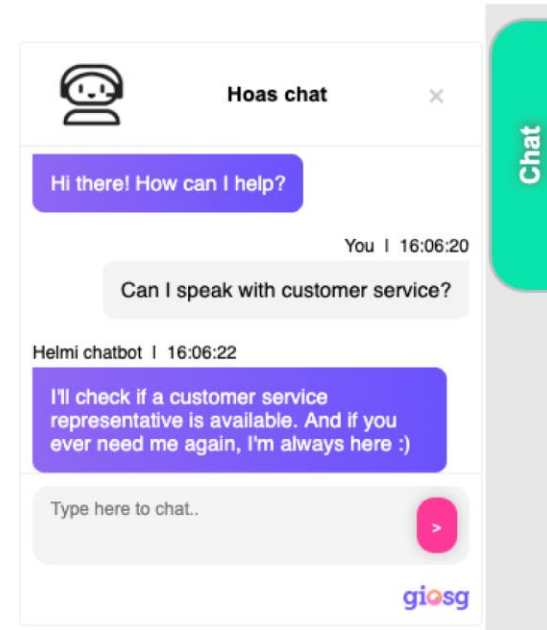
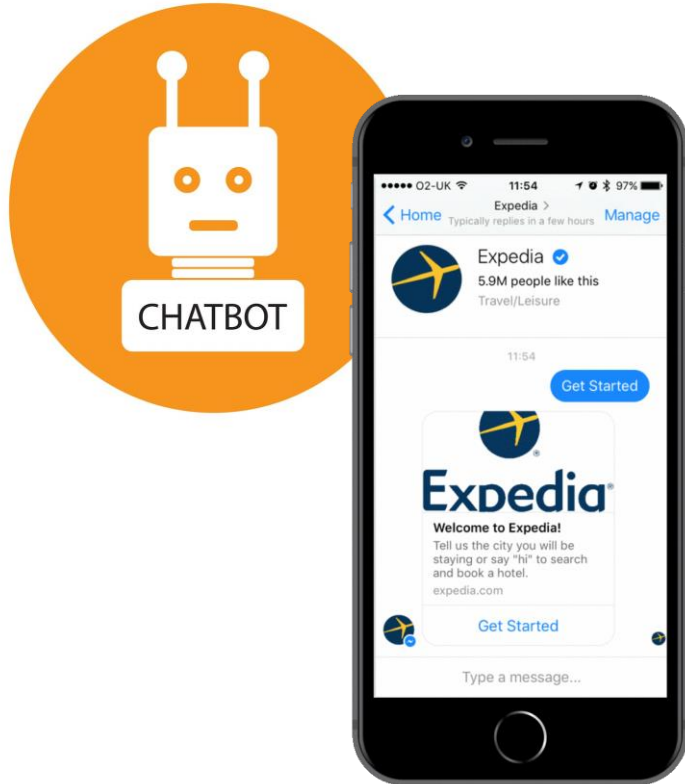
3 clicks later and  
a lot of reading




# Chatbots: A good launchpad




..often need to handover to a human



.....AI relies on feedback

 **Satisfaction ChatBot** ×  
Online

 Satisfaction ChatBot


Was your problem resolved by the Customer Support Team?

Yes

No

User

Yes

 Satisfaction ChatBot

How do you rate the speed of the support?

Please note that 5 means "very quick" and 1 stands for "way too slow".

5

4

3

2

1

Send a message...

➤

# Kaptio & Salesforce

The screenshot displays the Kaptio Salesforce interface for a person account named Jack Hunt. The top navigation bar includes the Kaptio logo, a search bar, and user profile icons. The main header shows 'Luxe Sales Console' and 'Accounts' with a dropdown for 'Jack Hunt'. The account details section includes fields for Phone (0207 373 4332), Email (jack\_hunt1973@hotmail.com), Open Case (No Open Cases), and Status (a medal icon). Below this, there are tabs for Details, Notes, and Account History. The Details tab is active, showing sections for Account Information, Contact Details, and Profile. The Account Information section includes fields for Account Name (Mr. Jack Hunt), Preferred Name, Birthdate (21/06/1973), Age Today (48), Classification (Repeat Client), Available Channels (UK B2C), and Primary Channel. The Contact Details section includes fields for Phone (0207 373 4332), Alternative Phone (07865439876), Mailing Address (45 Hurst Drive, London, SW19 2QE, United Kingdom), Email (jack\_hunt1973@hotmail.com), and Alternative Email. The Profile section includes fields for Booked Trips (5), Account Spend (GBP 21,240.00), Time Zone, and Dietary Requirements (Vegetarian). On the right side, there is a summary of related records: Trips (7), Itineraries (Contact) (10+), Passengers (10+), Brochure Requests (0), Cases (0), Notes (0), and Person Account History (...). Below this is an 'Activity' section with tabs for New Task, New Event, Log a Call, and Email. A 'Create a task...' button is visible. The 'Upcoming & Overdue' section shows 'No next steps. To get things moving, add a task or set up a meeting.' The 'June - 2021' section shows a calendar view with a task 'Welcome Home!' by Dave Shaw sent via email to Jack Hunt, last opened on 8 Jun 2021. The interface also includes filters for 'All time', 'All activities', and 'All types', and a 'Refresh' button.

**Person Account**  
**Jack Hunt**

+ Follow Availability Search Edit Change Owner

Phone: 0207 373 4332 Email: jack\_hunt1973@hotmail.com Open Case: No Open Cases Status:

**Details** Notes Account History

**Account Information**

Account Name: Mr. Jack Hunt  
Preferred Name:   
Birthdate: 21/06/1973  
Age Today: 48  
Classification: Repeat Client  
Available Channels: UK B2C  
Primary Channel:   
Repeat Client:   
Available Channels:   
Primary Channel:

**Contact Details**

Phone: 0207 373 4332  
Alternative Phone: 07865439876  
Mailing Address: 45 Hurst Drive, London, SW19 2QE, United Kingdom  
Email: jack\_hunt1973@hotmail.com  
Alternative Email:

**Profile**

Booked Trips: 5  
Account Spend: GBP 21,240.00  
Time Zone:   
Dietary Requirements: Vegetarian

**Related Records**

- Trips (7)
- Itineraries (Contact) (10+)
- Passengers (10+)
- Brochure Requests (0)
- Cases (0)
- Notes (0)
- Person Account History (...)

**Activity** Chatter

New Task New Event Log a Call Email

Create a task... Add

Filters: All time • All activities • All types

Refresh Expand All View All

**Upcoming & Overdue**

No next steps.  
To get things moving, add a task or set up a meeting.

**June - 2021** 3 Months Ago

Welcome Home!  
Dave Shaw sent an email to Jack Hunt  
Last opened 8 Jun 2021 20:14 | 7 Jun

No more past activities to load.



# Salesforce & Kaptio

The image shows a Salesforce user interface for a contact named Jack Hunt. The page is titled 'Luxe Sales Console' and 'Accounts'. The contact's details are as follows:

Person Account	
Jack Hunt	
Phone	0207 373 4332
Email	jack_hunt1973@hotmail.com
Open Case	No Open Cases
Status	

The 'Details' tab is active, showing 'Account Information' and 'Contact Details' sections.

**Account Information**

Account Name	Mr. Jack Hunt
Preferred Name	
Birthdate	21/06/1973
Age Today	48
Classification	Repeat Client
Available Channels	UK B2C
Primary Channel	

**Contact Details**

Phone	0207 373 4332
Alternative Phone	07865439876
Mailing Address	45 Hurst Drive London SW19 2QE United Kingdom
Email	jack_hunt1973@hotmail.com
Alternative Email	

**Profile**

Booked Trips	5
Account Spend	GBP 21,240.00
Time Zone	
Dietary Requirements	Vegetarian

The right sidebar shows 'Trips (7)', 'Cases (0)', 'Itineraries (Contact) (10+)', and 'Notes (0)'. The 'Activity' tab is active, showing a 'Welcome Home!' message from Dave Shaw.

**Next Best Action**

Call the customer

[Give the customer a call](#)

[Send an email](#)

# AI in Travel Tech



Assistants not solutions



Trust



Human Interaction



# Questions

## Harnessing Technology

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Connect with Jon on LinkedIn

