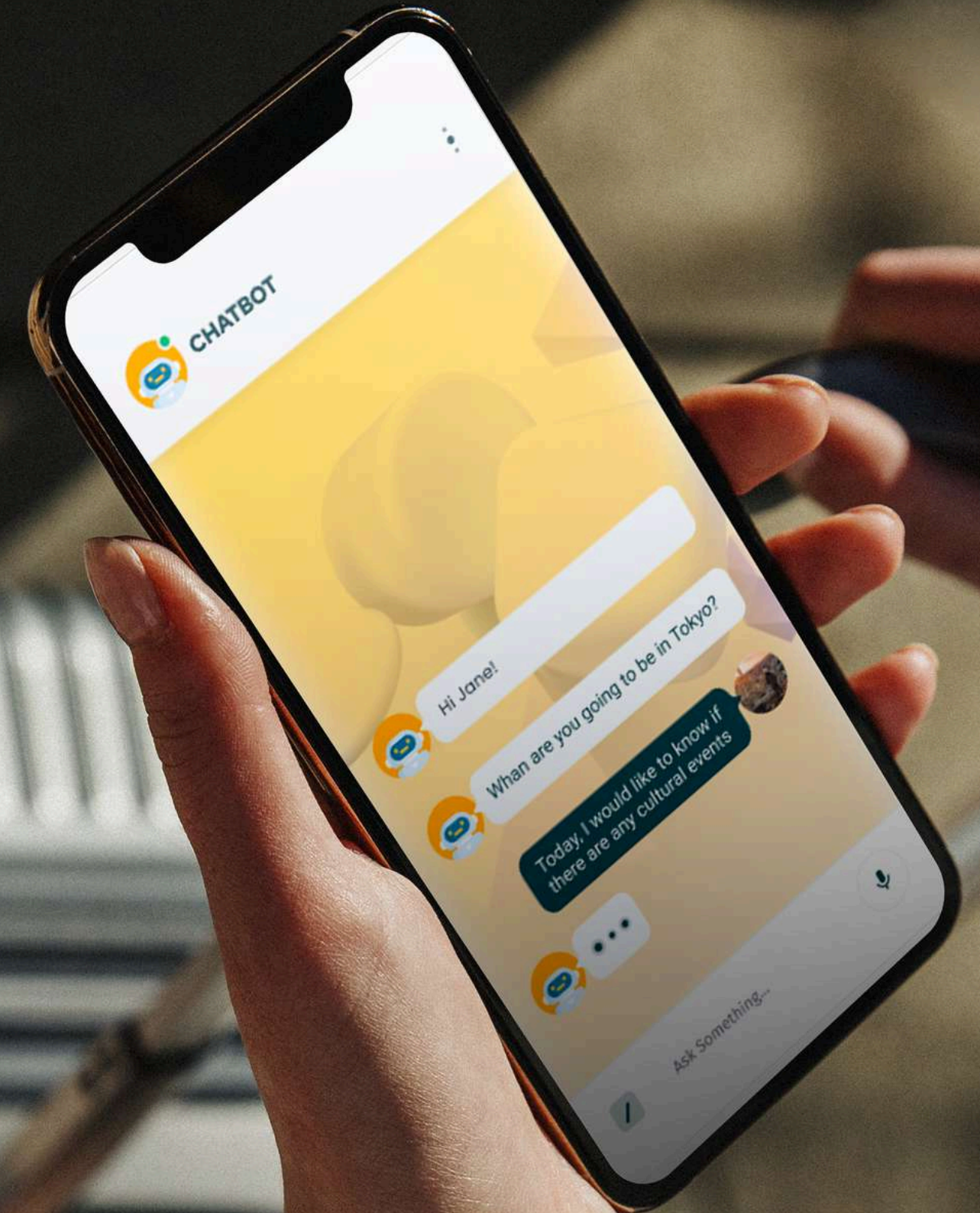


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What chatbots are and how they work in the tourism industry

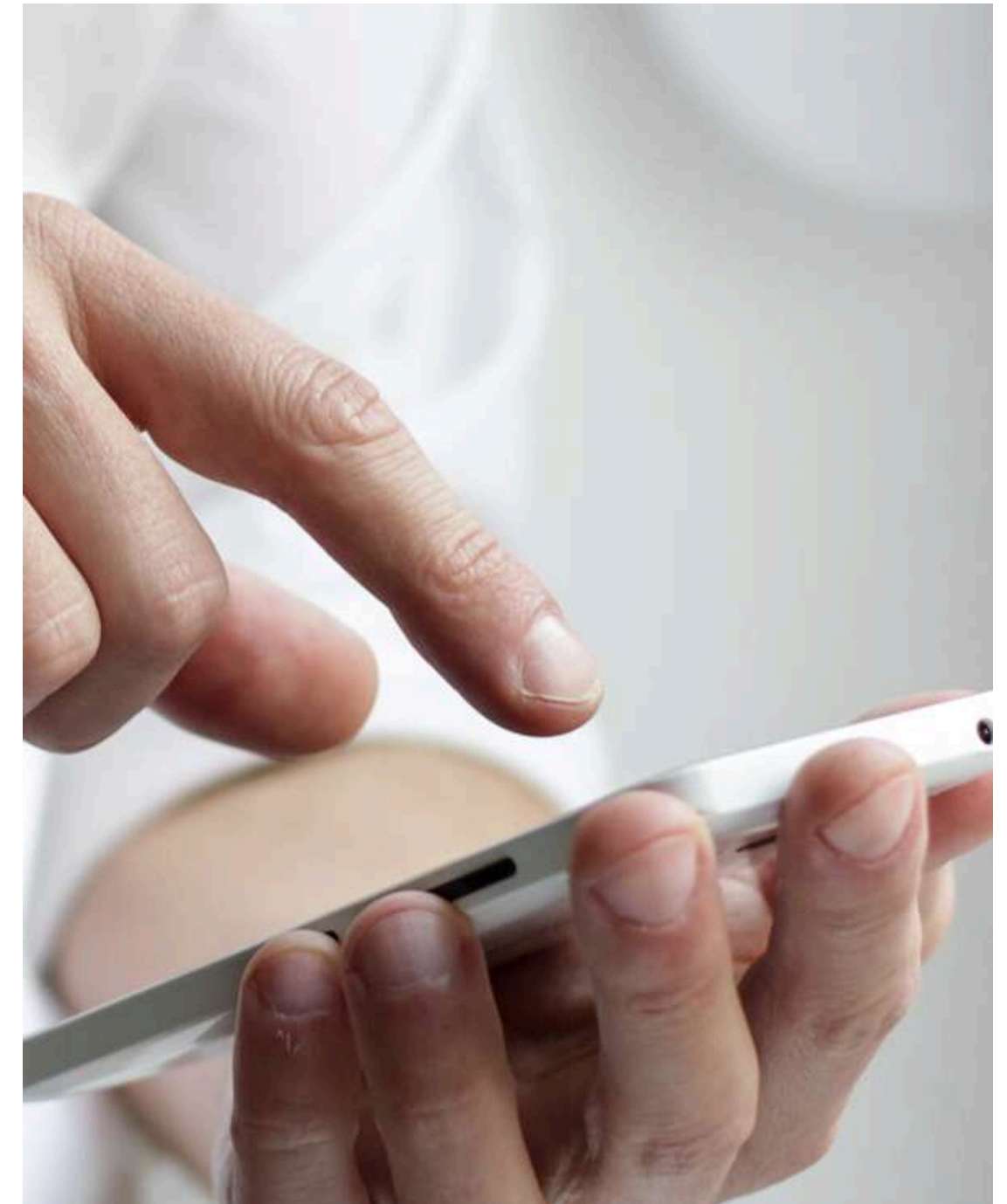


1. Introduction
2. Why chatbots are important
3. Common chatbot uses
4. How chatbots can change your business
5. Tourism: operational support chatbots/Information support chatbots
6. What chatbot training is and how it is created

Introduction



A chatbot is a program that **simulates human conversation** (either written or spoken), allowing humans to interact with digital devices as if they were communicating with a real person. Chatbots can be as simple as rudimentary programs that answer a simple query with a short response, or as sophisticated as digital assistants that learn and evolve to deliver increasing **levels of personalization** as they gather and process information.

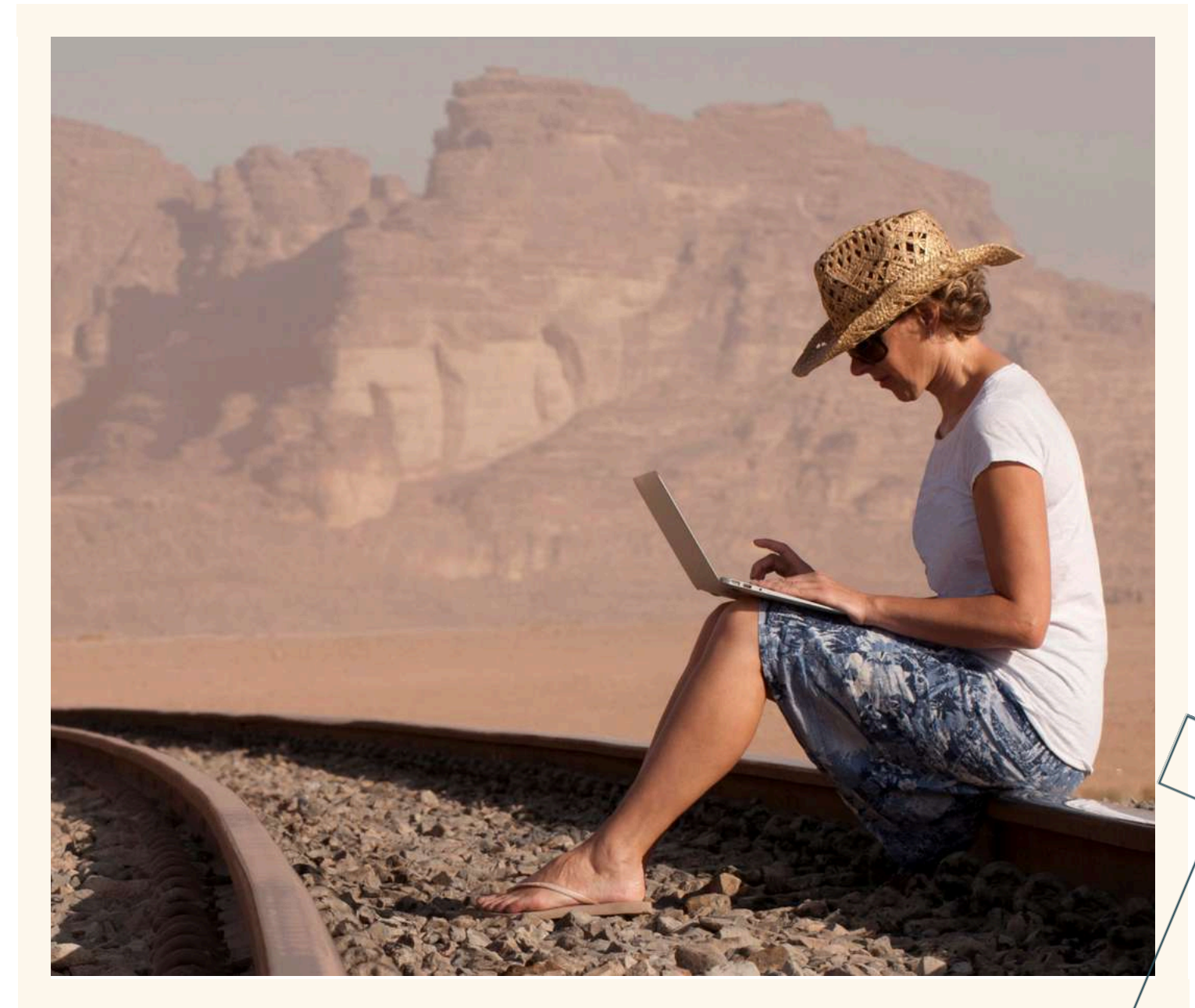


Why chatbots are important



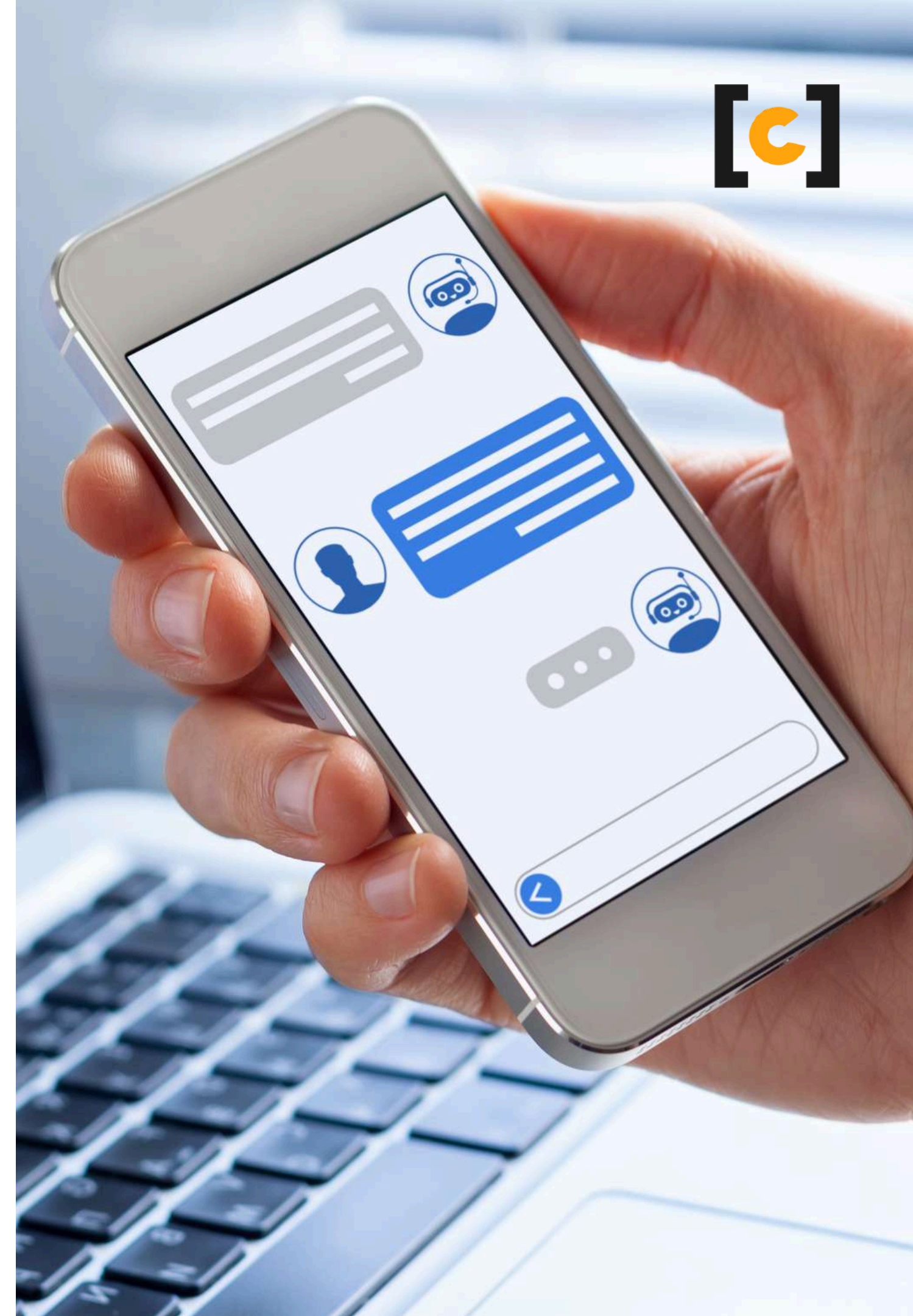
AN EXAMPLE OF MARCO MOREO STYLE DEM

Chatbots are important because they transform the **relationship with customers**, making it more interactive even without human intervention. Chatbots make it easier for users to access various sets of information and can provide the best answers to customers, for instance in case of a request to product support.



Common chatbot uses

Companies most commonly use chatbots in customer contact centers to manage incoming communications and redirect customers to the appropriate resources. They're also frequently used for internal purposes, such as helping employees with routine activities including vacation scheduling, training, ordering computers and business supplies, and other self service activities that don't require human intervention.



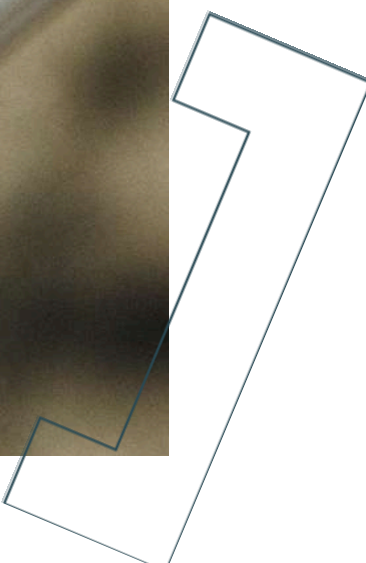
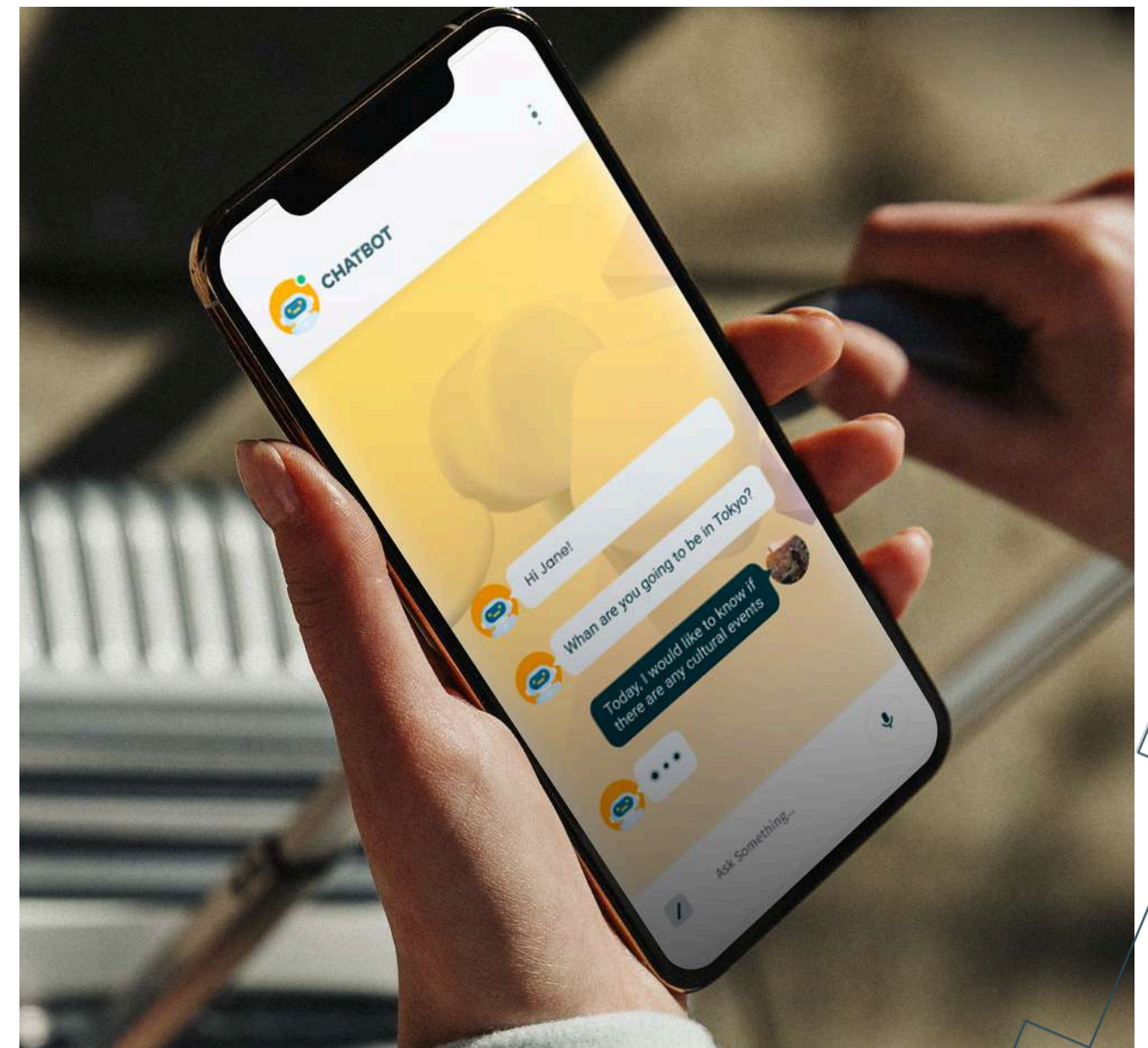
Common chatbot uses



Process returns and exchange requests

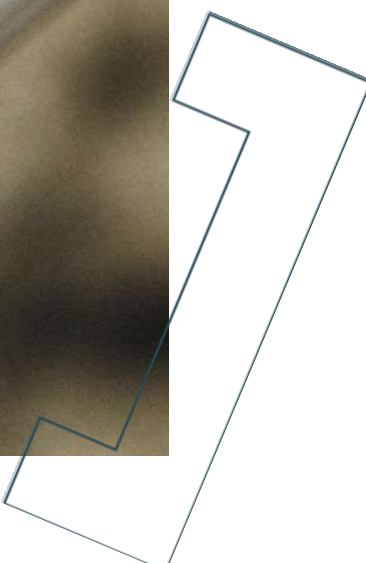
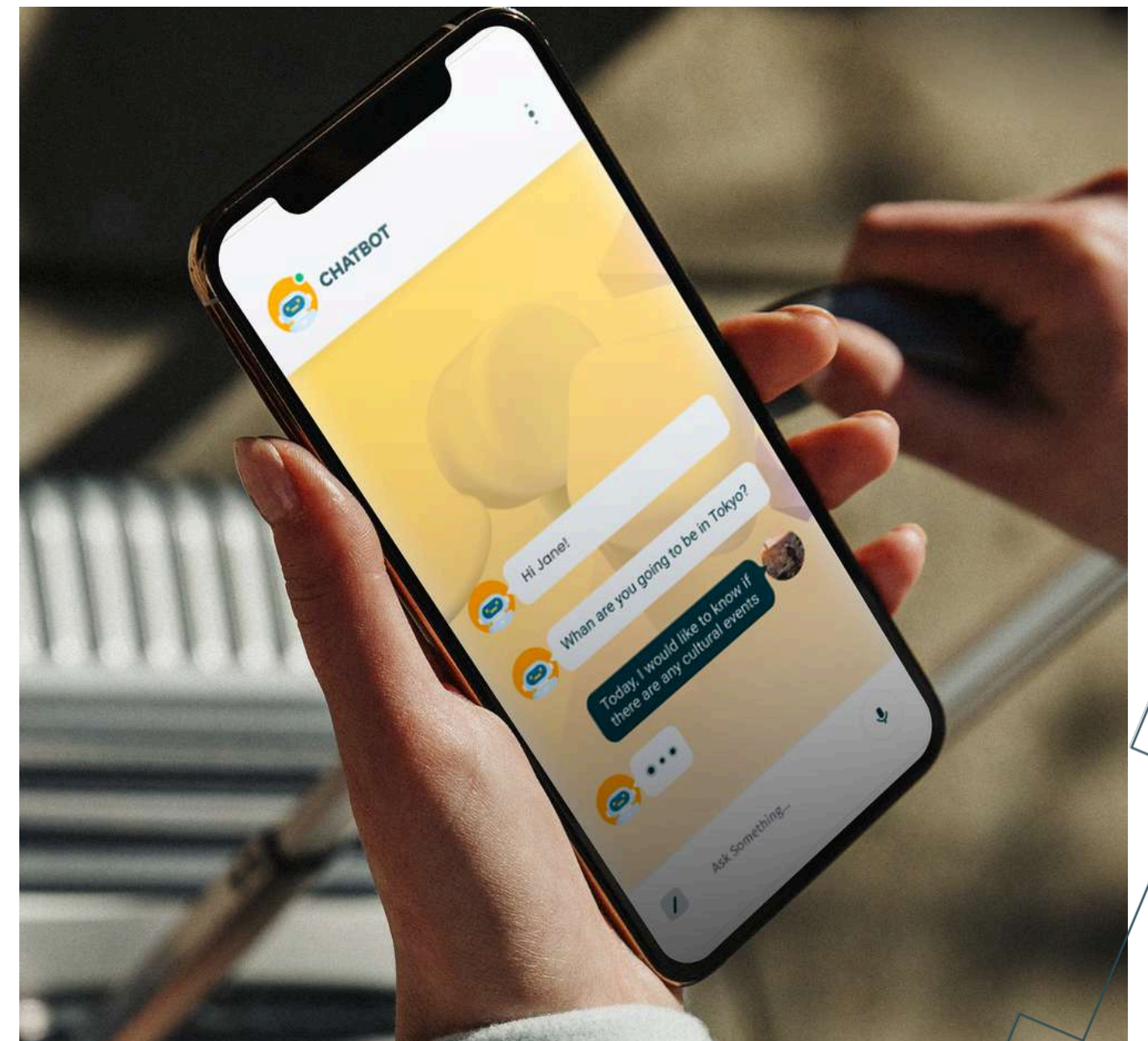
Collecting customer feedback

Process returns and exchange requests

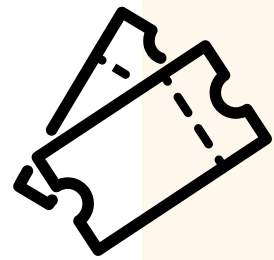




On the consumer side, chatbots can perform a variety of services, ranging from ordering tickets and booking hotels, to comparing products and services. Chatbots are most commonly used to perform routine activities within the banking and retail industries.



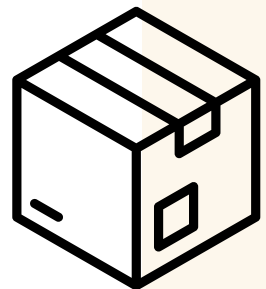
Use case include



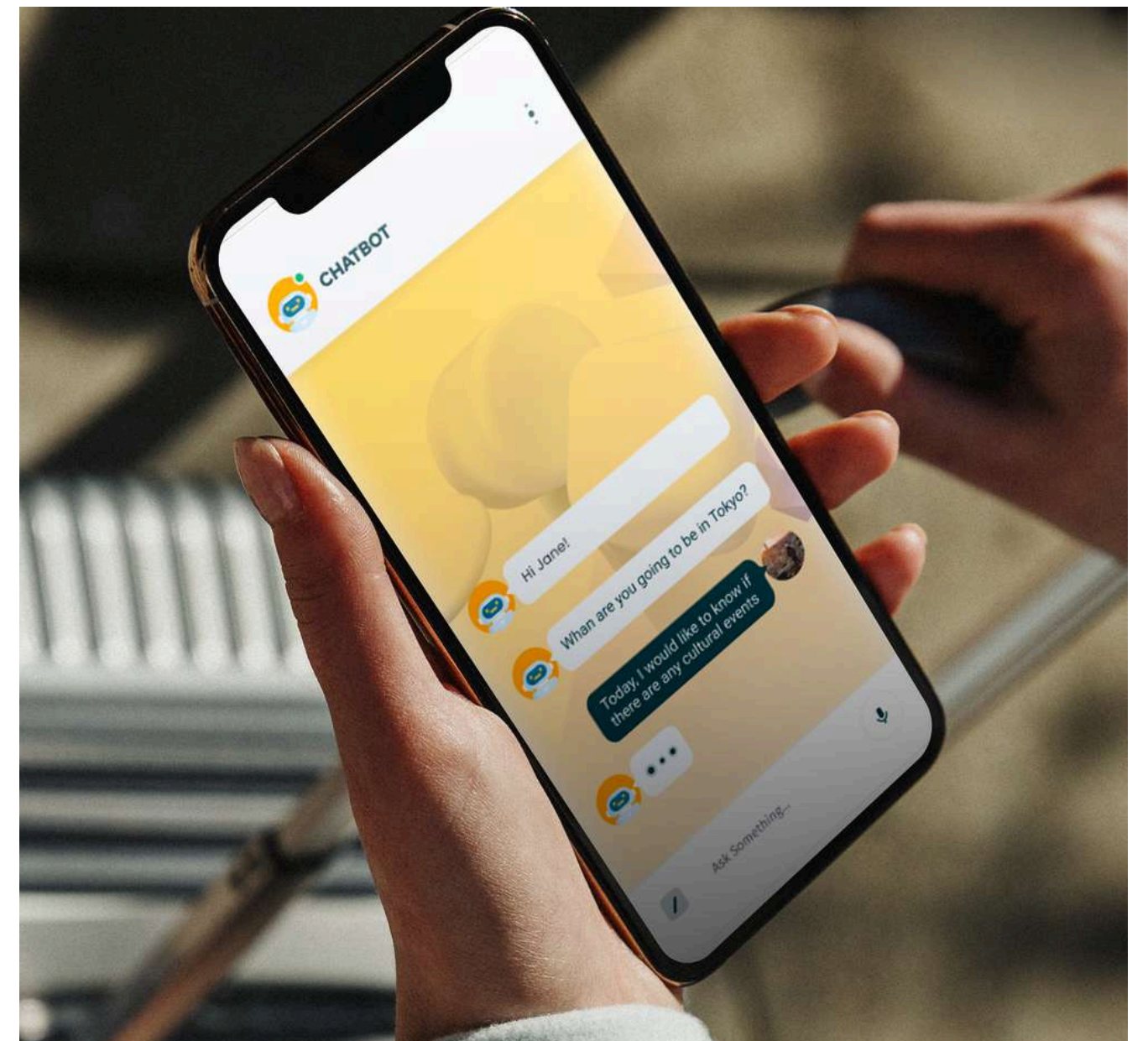
Booking tickets



Retriving tickets



Confirming order and tracking shipping



How chatbots can change your business

Chatbots can **boost efficiency** and allow cost savings to companies. At the same time, they allow businesses to offer added services to their customers. Chatbots can easily reply to many types of customer queries and address issues while **reducing the need for human staff**, so that employees can focus on more brain-intensive work.



With chatbots a company can scale, personalize, and be proactive at the same time, which is an important differentiator in a fast-paced market. Companies that rely only on human power can serve only a limited number of people at once, without the capacity to implement a personalized approach.

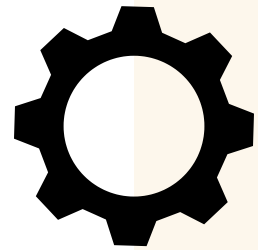
Chatbots, instead, allow businesses to engage with an unlimited number of customers in a **direct and personal** way and can be scaled up or down according to demand and business needs.



Focus on the tourism industry



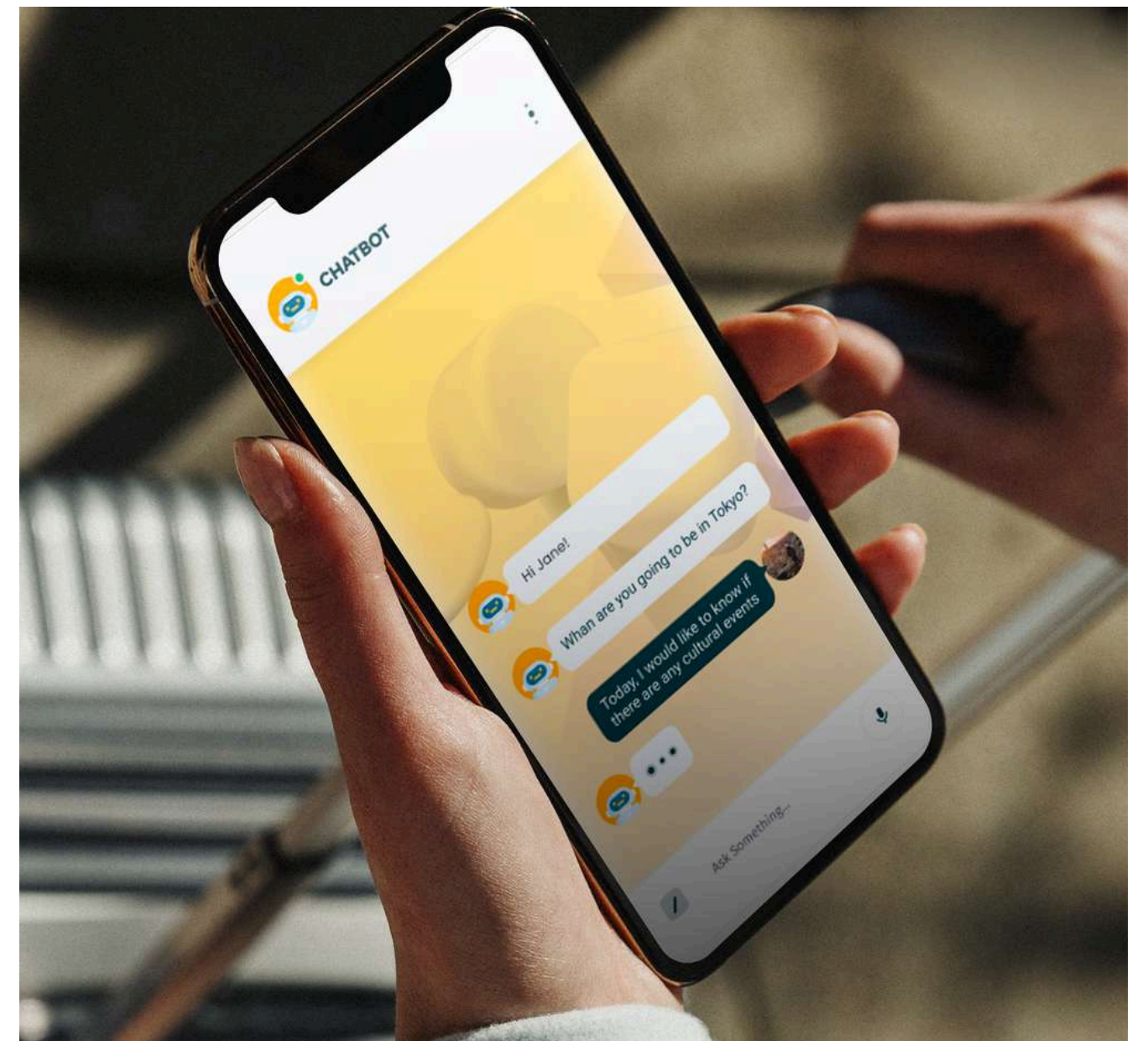
In the tourism industry, there are two kinds of chatbots that can support your brand:



Operational support Chatbots



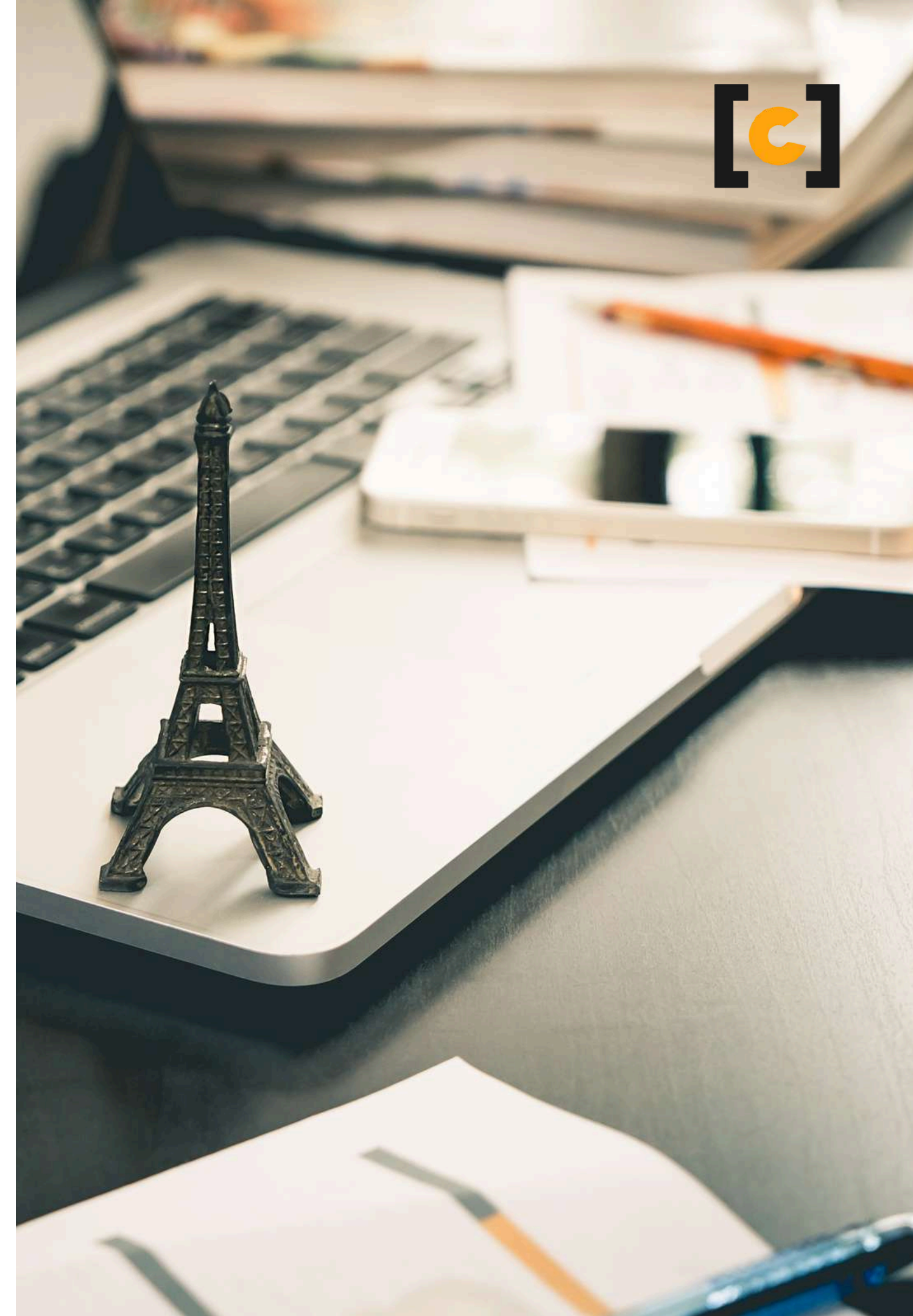
Information support Chatbots



Operational support chatbots

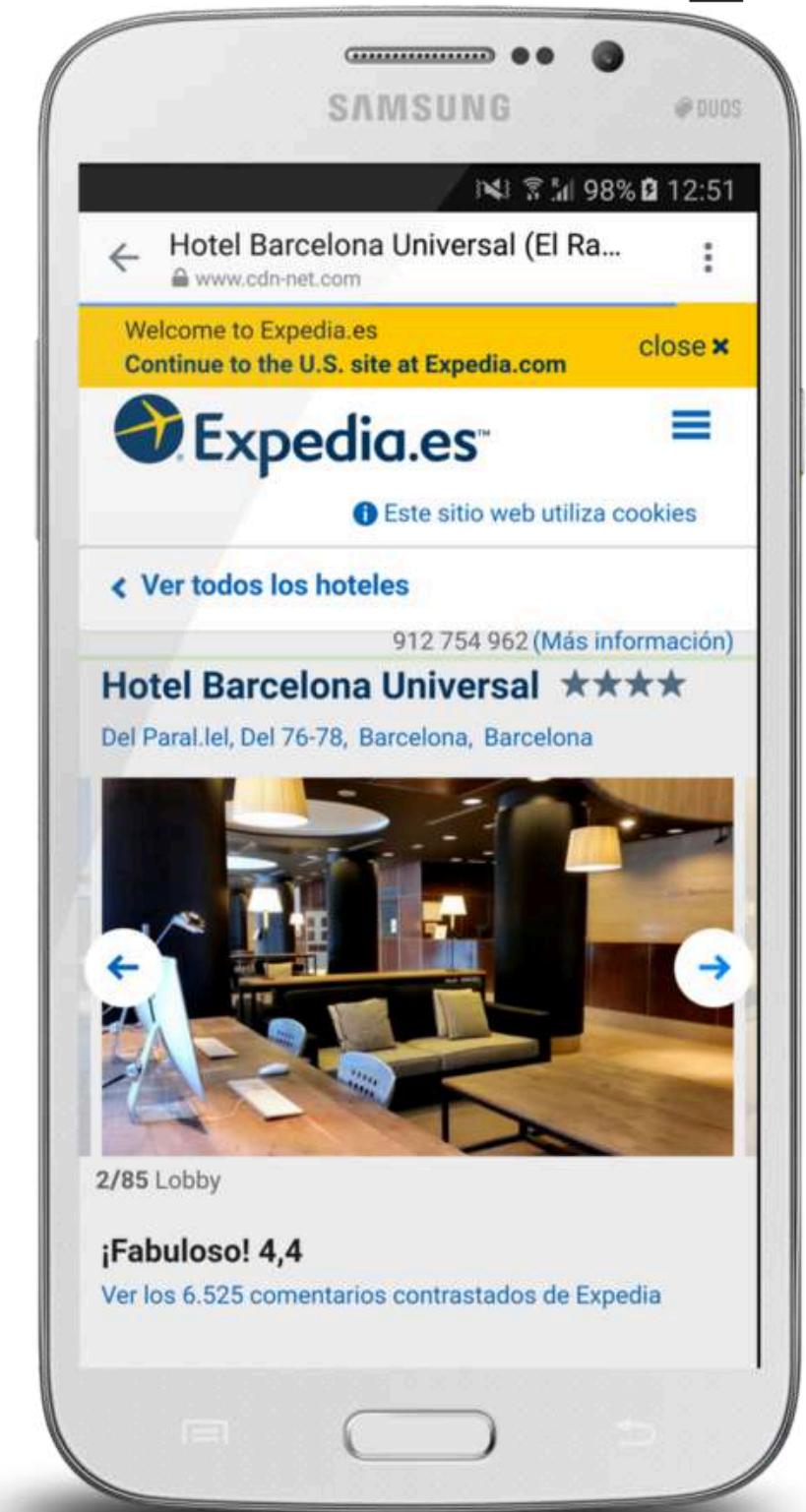
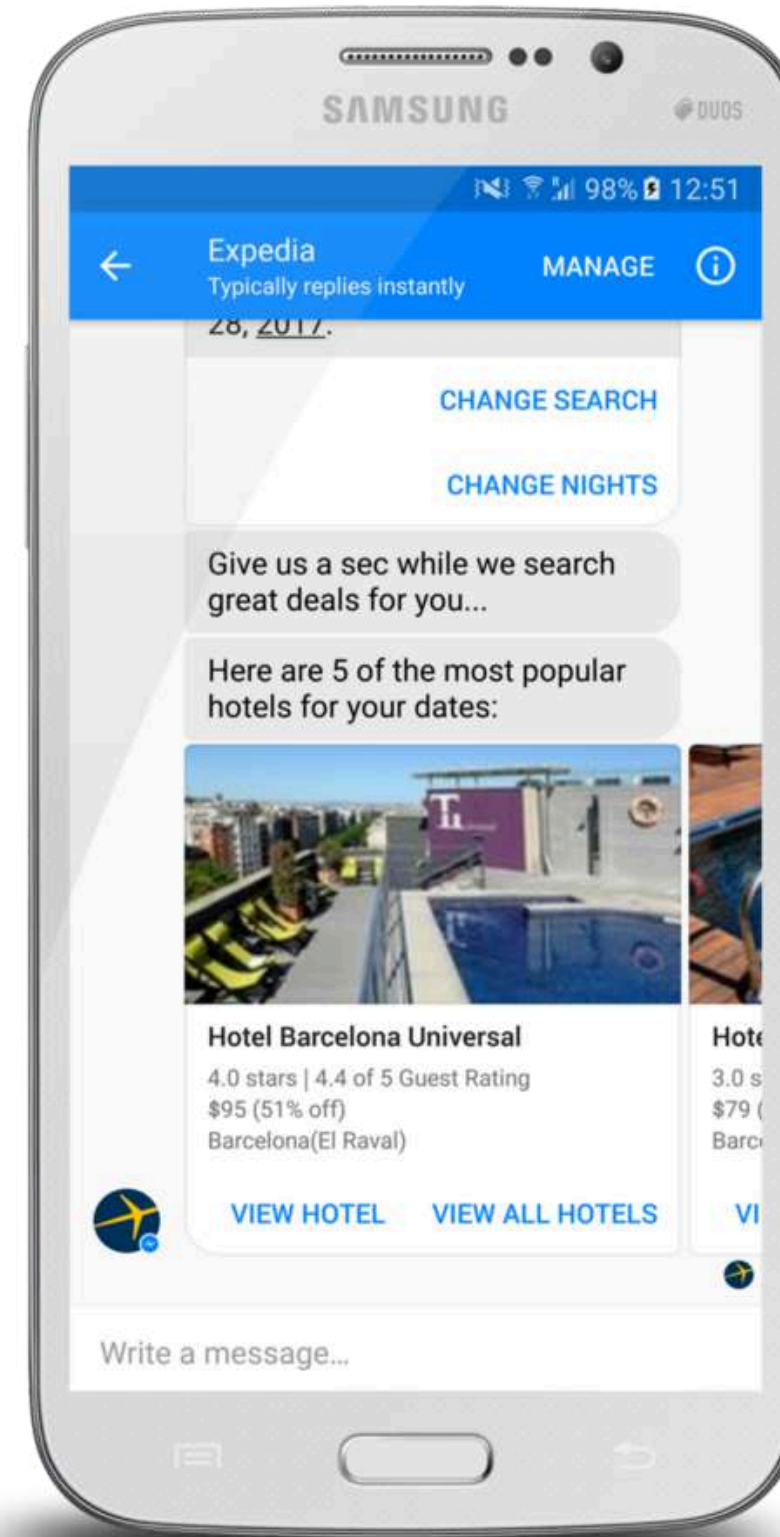
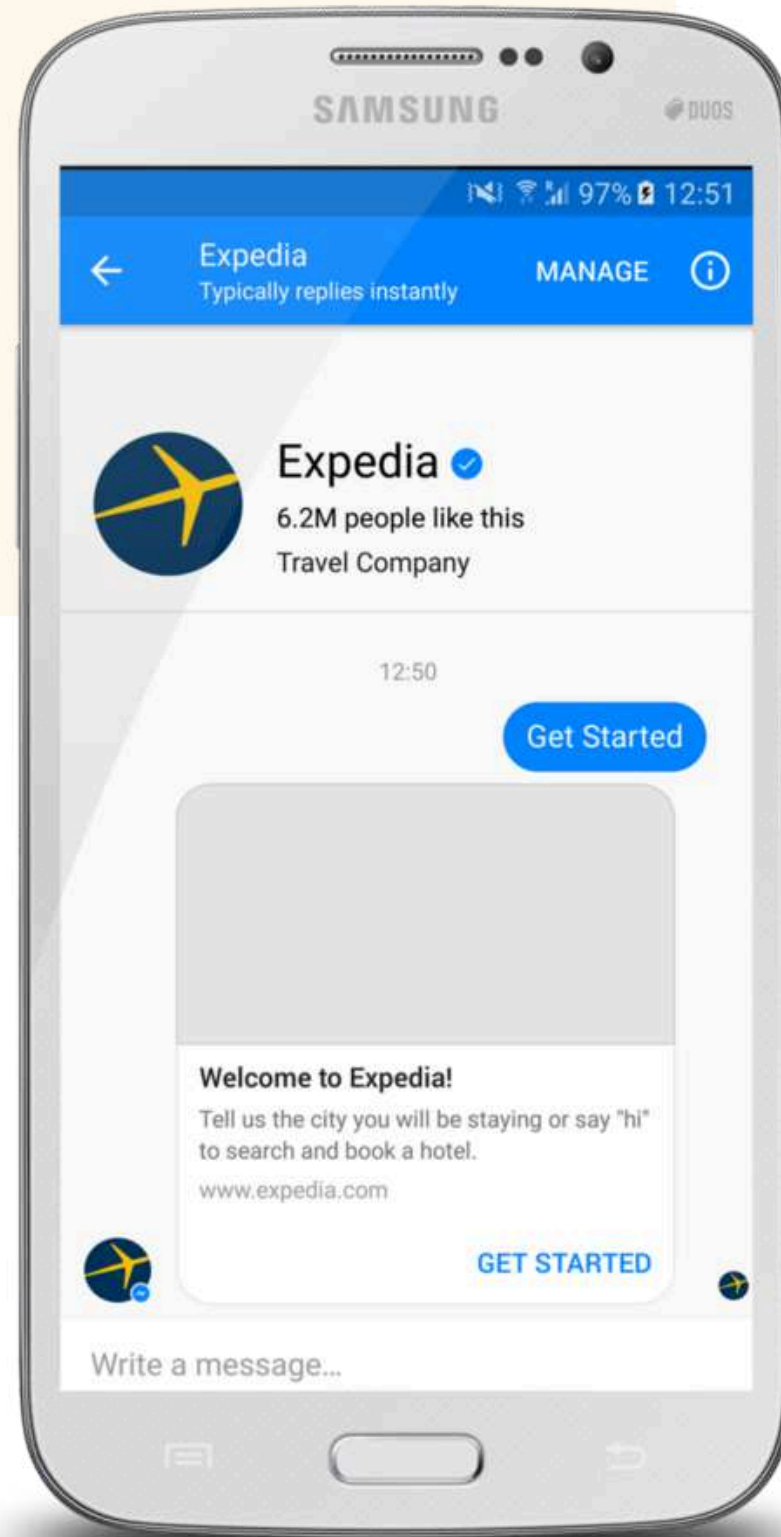
These chatbots cut the cost of operations which, in order to ensure the maximum flow of conversions on the site, need services to be provided quickly and efficiently 24 hours a day, 7 days a week, **avoiding any problems with holidays, time zones and long waiting times.**


Operational support chatbots manage bookings, cancellations and appointments, automating conversations with users while still making them **lively and dynamic,** providing all-round support for sales, marketing and customer care departments, reducing problem solving times and the margins for error.



EXAMPLE

EXPEDIA'S OPERATIONAL CHATBOT ON FACEBOOK





Users are more likely to become customers if they feel informed and safe, and when they have **full confidence in the organization**, travel agency, hotel or airline they are interacting with.

Information support chatbots

These chatbots automatically respond to potential (and predictable) questions from users, providing information about itineraries, places of interest, the weather, opening hours of exhibitions, museums, bars and restaurants and answering any logistical queries.

They display information material that might be useful to **improve the user experience at research**, booking and travel stages, simulating a real conversation, in some cases through voice.

Here again, the use of a chatbot will **reduce the cost** of providing a human response, while still building user loyalty, and allowing a fast, effective and uninterrupted flow of information at any time of day.

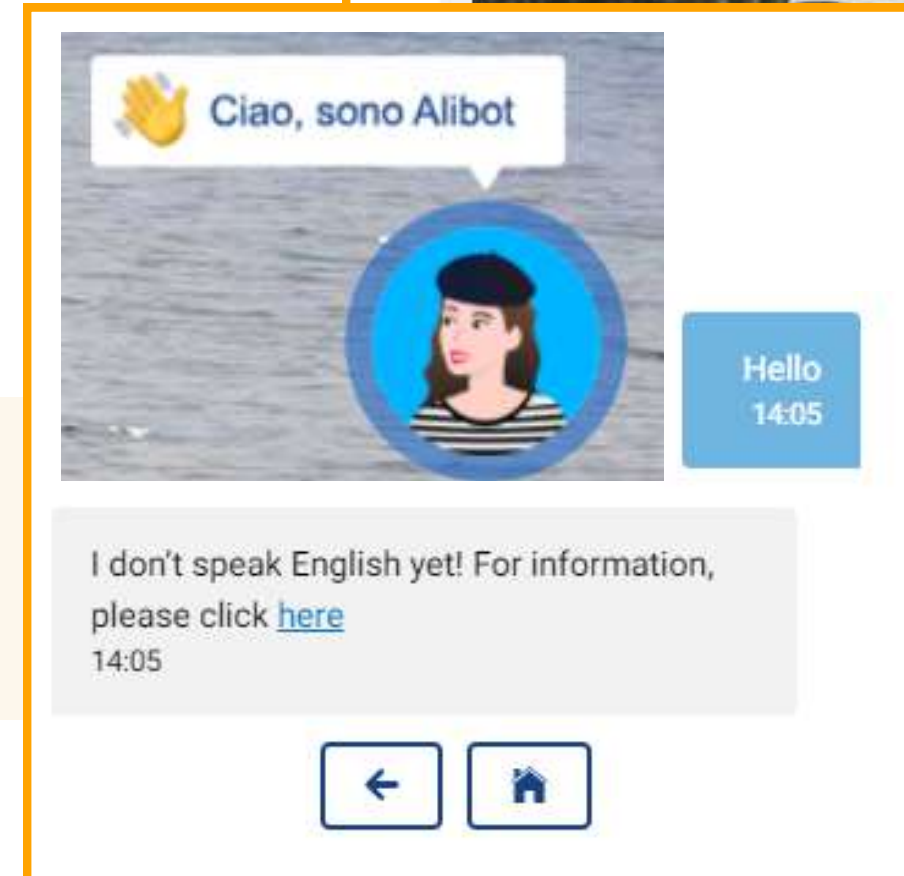
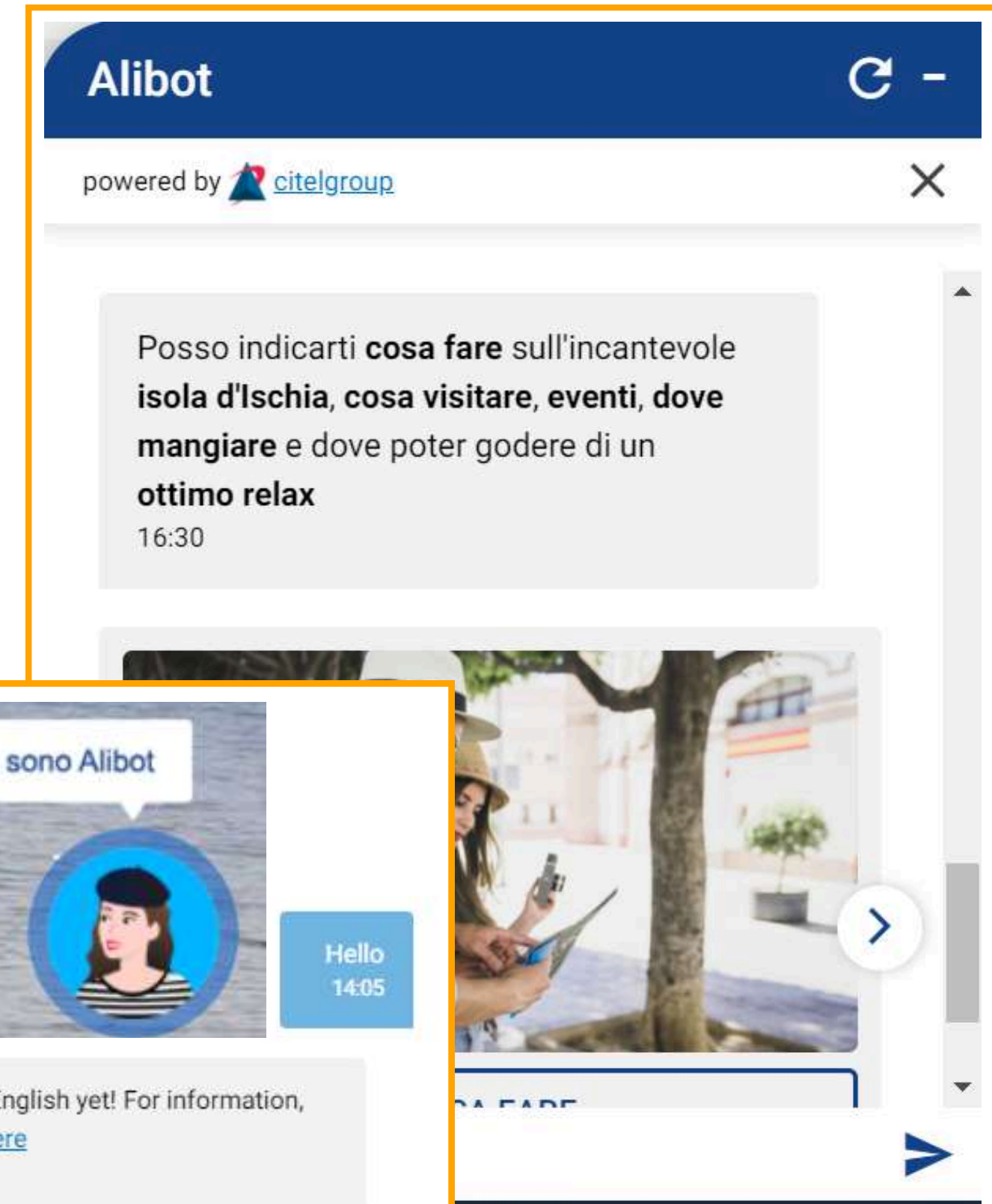


Example



Alilauro is a major shipping company established in 1944 that uses an information chatbot to increase customer engagement. This is an example of a prior or subsequent booking for a ferry to the island of Ischia.

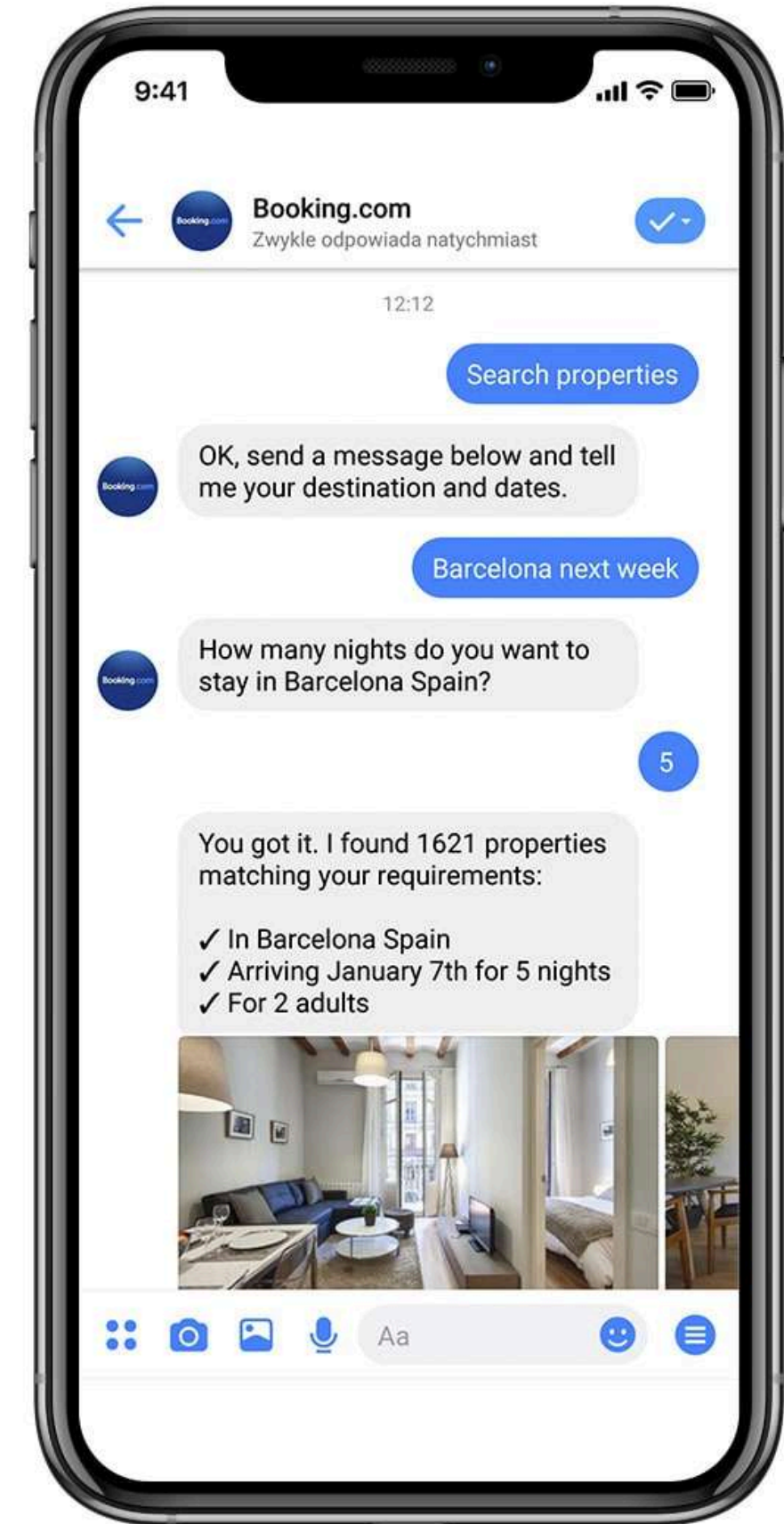
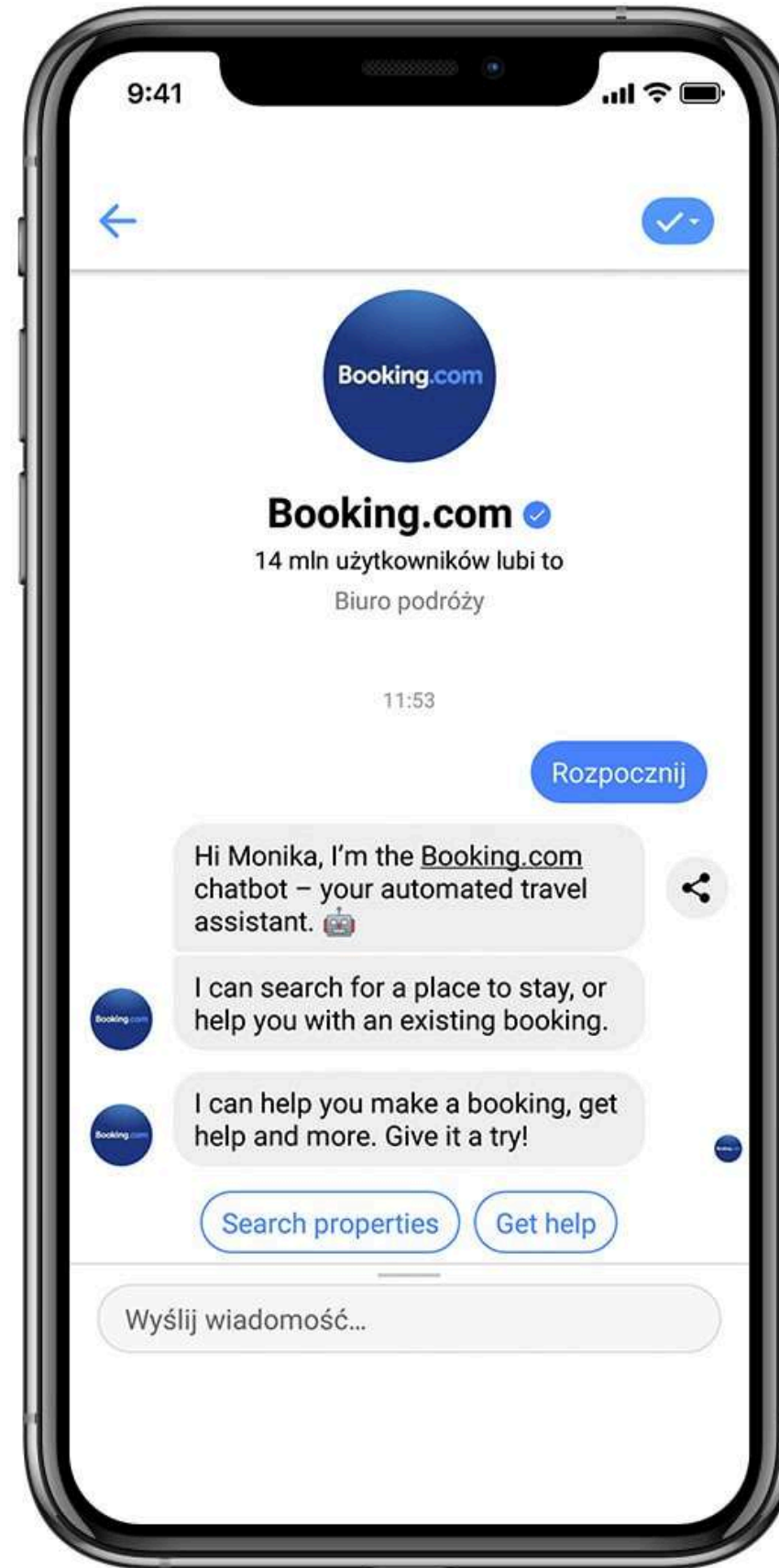
In this case, the chatbot doesn't speak English when asked a question on the English website. A prompt and useful response is given remedy.



Example

If information and machine learning are improved, a chatbot can of course perform both informational and operational tasks.

One example is Booking.com's powerful chatbot that came into operation in 2016.

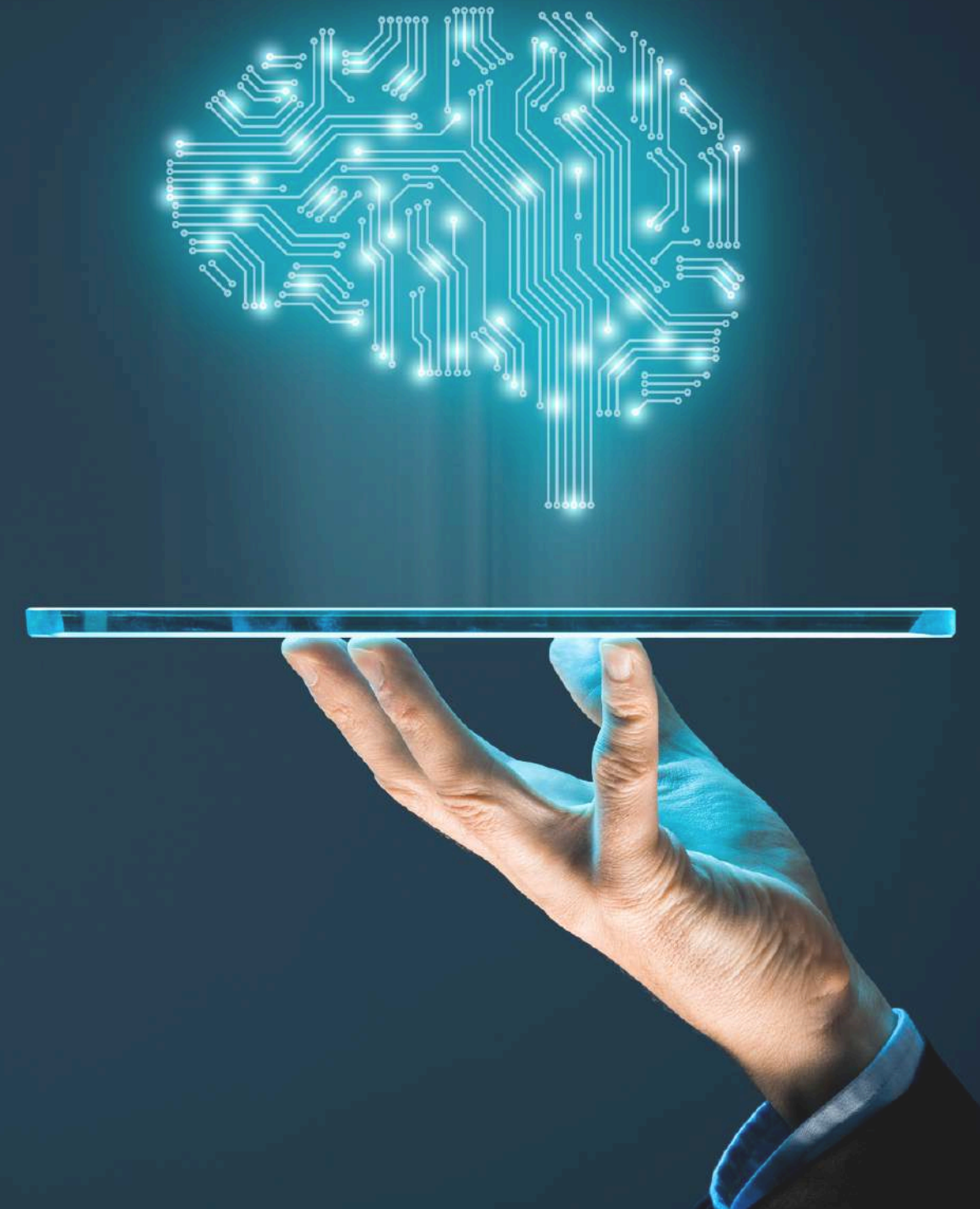




What chatbot training is and how it is created

High-quality chatbot training data is the data set properly labeled for **machine learning**. In order to build an effective chatbot, **high-quality information** needs to be fed into it.

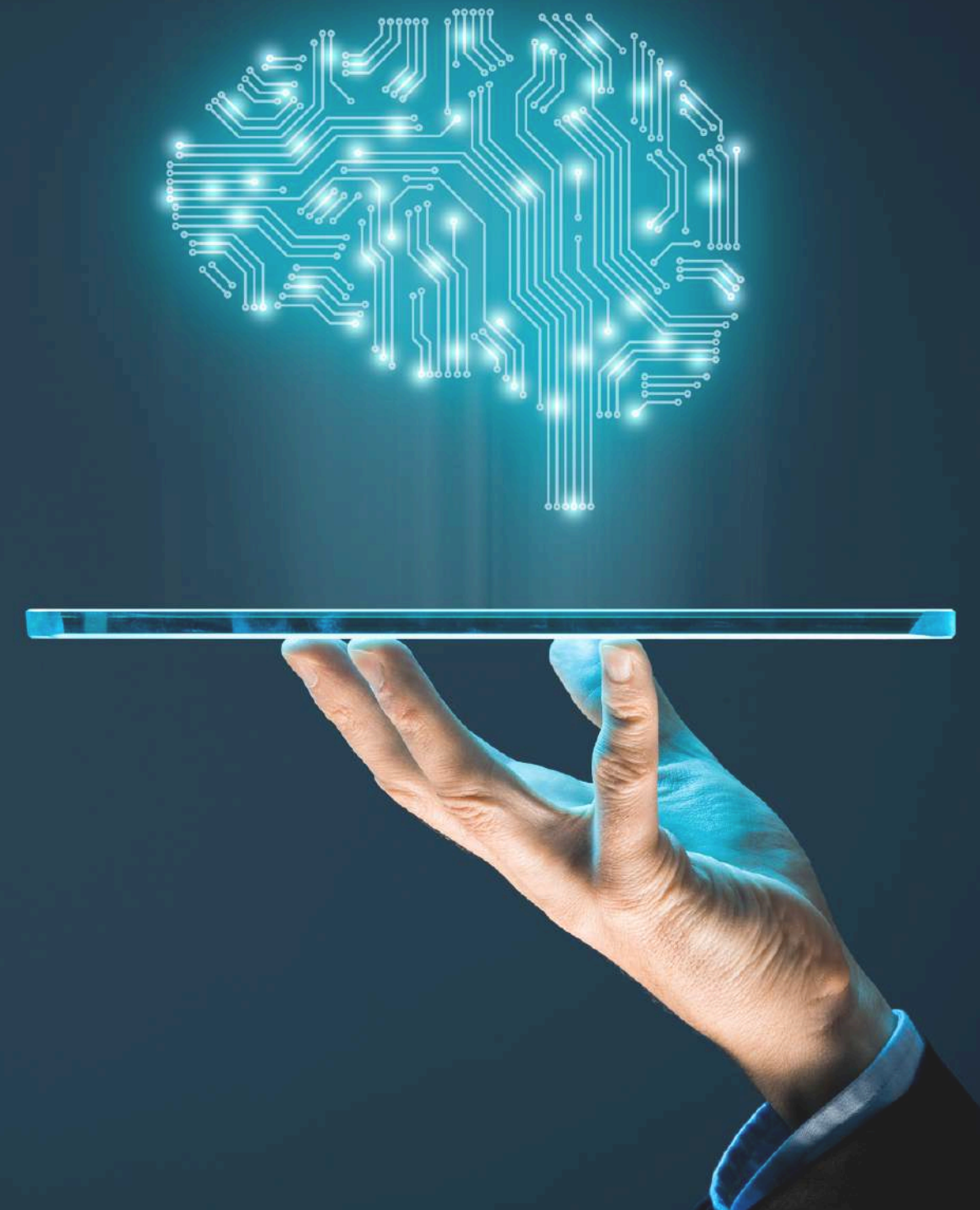
If the quality of the data is not good, the chatbot will not be able to learn properly and will give wrong answers to the people asking questions on a specific topic.





Data might come from your company's FAQs, customer support chat scripts, call logs, and other written sources. They can also be created from scratch.

At Creative Words, we provide the training you need for your chatbot, including utterances and conversation templates, training phrases and intent classification to ensure that your chatbot can recognize and classify user queries.



Chatbot training data service

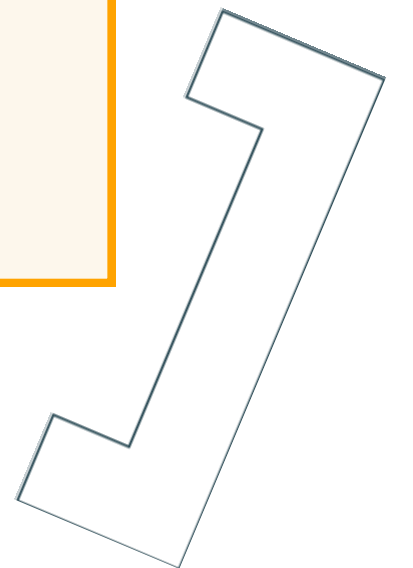


Intent variation

Intent recognition

Intent classification

Audio collection



Chatbot training data service

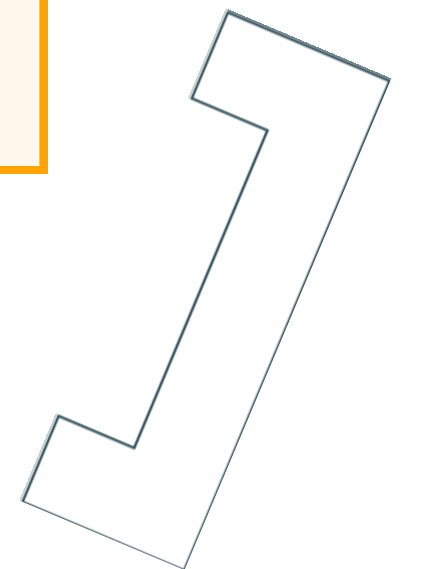


Intent variation

Our crowdsourced team can create intent variations and utterances to cover all different ways that users from different demographic groups might express the same intent.

Intent recognition

We can help you analyze pre-existing utterances to understand the user's intent and help you create intent groups for classification of additional utterances.



Chatbot training data service



Intent classification

Utterances can be classified into predefined intent groups according to customer needs, in order for your chatbot to better understand user intention.

Audio collection

Each human voice and speech pattern is unique. They differ in intonation, pace, pronunciation and dialect. These factors need to be considered during the development of automated speech recognition systems and chatbots. A reliable speech recognition system must be trained using a large volume of high-quality speech recordings and developed by a diverse group of individuals to cover the range of human language nuances and, as such, be capable of performing the correct actions.



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Where Language meets Innovation

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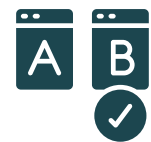
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