

# Intelligent RoBOTS are taking over

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**Blake Hedger**

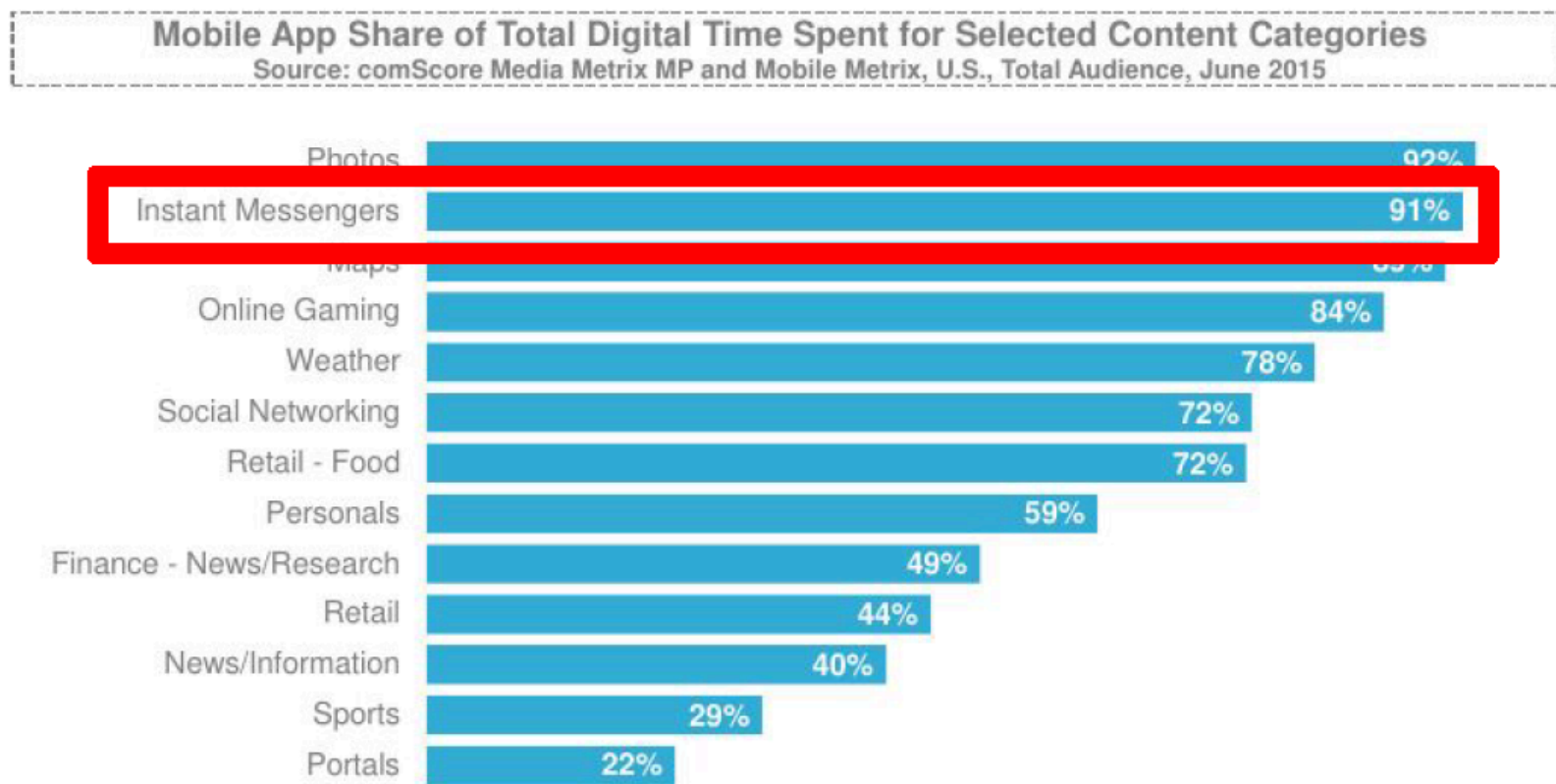
Head of Customer Experience & Portfolio Delivery, Travelport Locomote



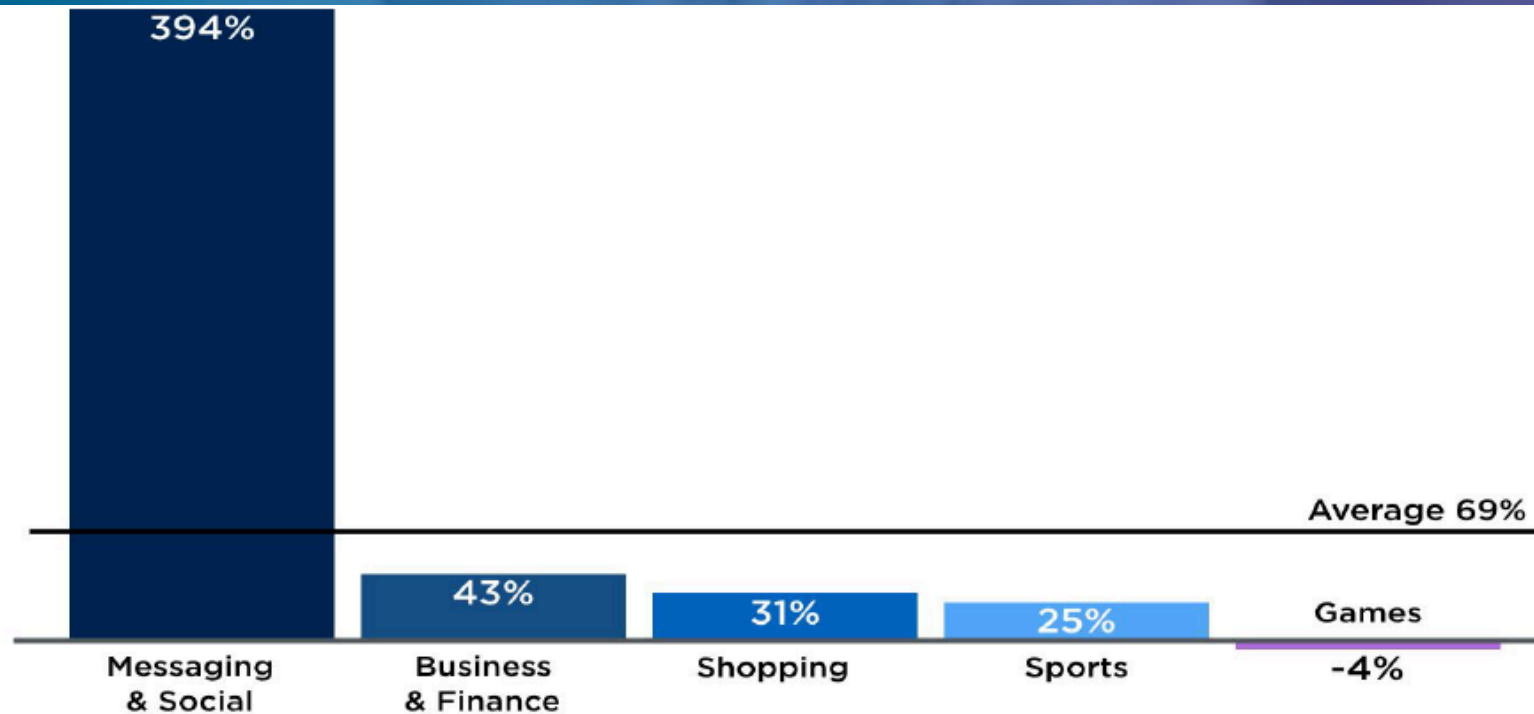
# Topics we will cover

1. Trends
2. Challenges
3. Opportunities

# Digital growth coming mostly from mobile



# Messaging and social app time spent grows 394% Year-over-Year



Source: Flurry Analytics, 2015-2016 Year-over-Year Time Spent Growth

Source: <http://flurrymobile.tumblr.com/post/155761509355/on-their-tenth-anniversary-mobile-apps-start>

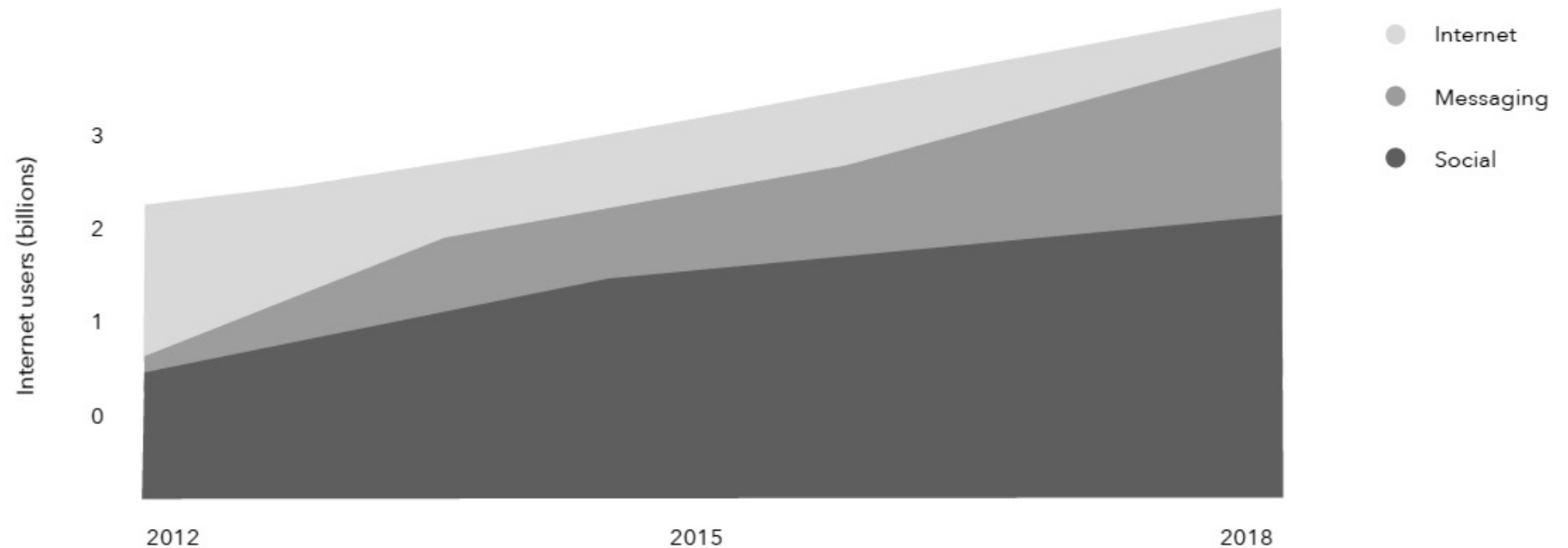
\* Time spent in Messaging & Social in Q2 2015: 68min

(<https://yahoodevelopers.tumblr.com/post/127636051988/seven-years-into-the-mobile-revolution-content-is>)



# 2018 Estimate - 4 billion online globally

Out of which a staggering 3.5 billion people will be using messaging apps

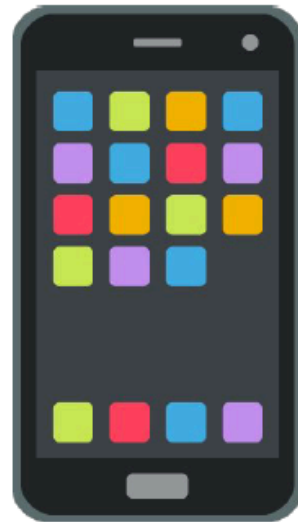


Source: Activate forecast, GlobalWebIndex, eMarketer, ITO, Activate analysis.

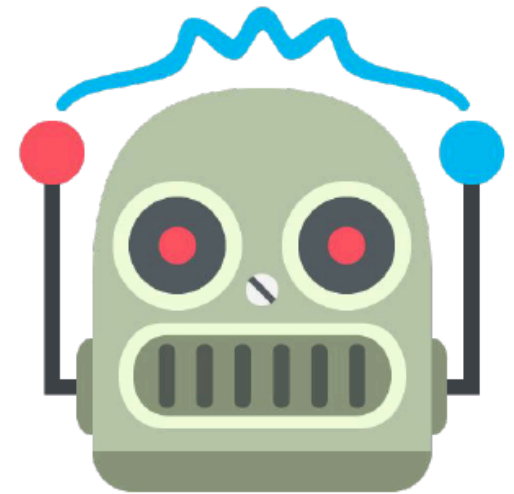
# 3 Key Global Bot Trends



Webapps

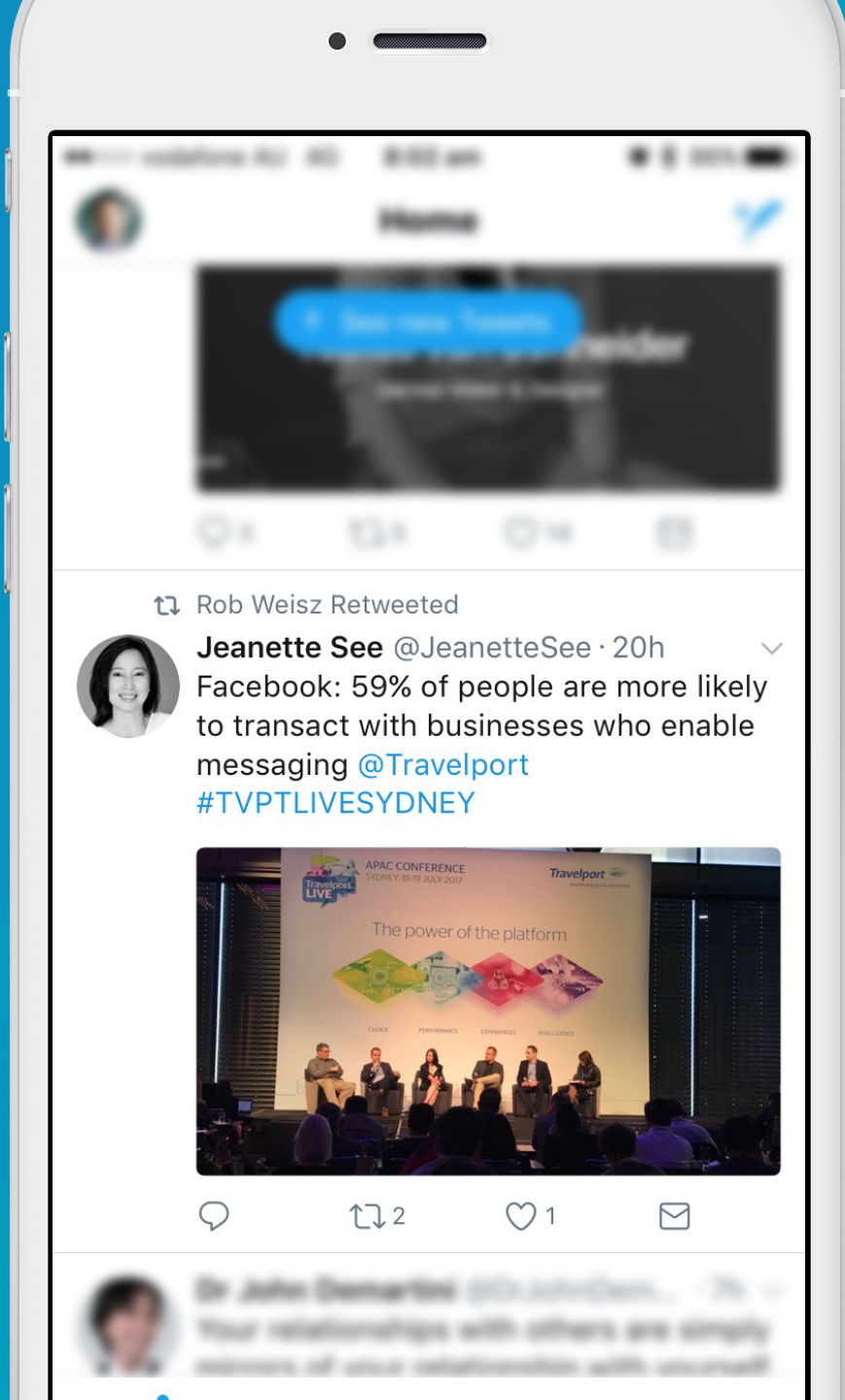


Apps



Bots





**Paul McCrory**  
Group Industry Director, Facebook

# Chatbot

A computer program designed to simulate an intelligent conversation with one or more human users via conversational interfaces.



# Bot

Lightweight apps within messengers.

“Chat apps will come to be thought of as the new browsers; bots will be the new websites. This is the beginning of a new Internet.”

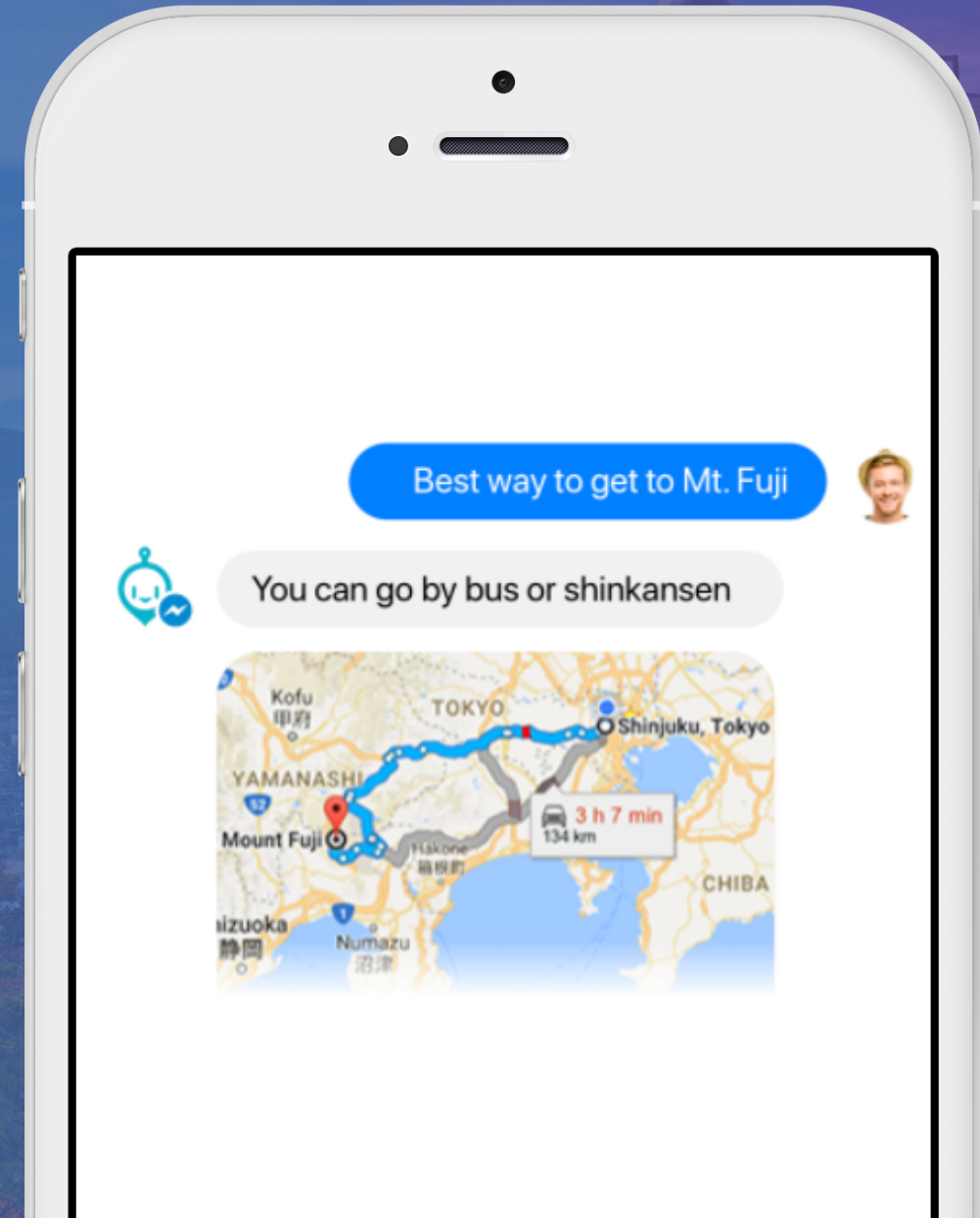
**Ted Livingston, Founder of Kik**



# BESPOKE

JAPAN'S FIRST AI CHATBOT

AI powered chatbot is a pioneer in the hospitality industry, acting as a personal concierge for travelers. Available on your preferred platform.





# Challenges

- Defining the role of the agent and pain points bots will solve
- AI/Conversational Bots are not a silver bullet
- Require significant investment
- Requires significant technical capability
- Customer hesitation to book high value services on chatbots (currently)



# Opportunities

- Let robots do what they do well and free agents to do more
- Find online and offline use cases and experiment
- Explore ways to provide pre and post sales support
- Ability to provide after hours support for travel agents
- Engage customer support post booking



# What can you do?

- Start small and experiment
- Pick a controlled segment within your company
- Pick a pain point or a area where you can delight your customer
- Once you get traction slowly expand the offering
- Leverage third party software to quickly test your hypothesis such as the messenger chatbot builder [manychat.com](https://www.manychat.com)
- Start now!

# Thank you

[travelportlocomote.com](https://travelportlocomote.com)

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