AI and the Rise of the Bots

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The Conference

Artificial Intelligence (AI) is driving a paradigm shift in the way we use data and is giving rise to intelligent bots that are almost human in their interactions.

The talk is no longer of big data. The massive amount of customer-centric information being held by travel companies and other businesses is now taken for granted. It has been generally accepted by the public that organisations will use their personal data to improve customer interaction. Achieving this is where artificial intelligence comes in.

Artificial intelligence was founded as an academic discipline in 1956. The field was based on the claim that human intelligence can be so precisely described that a machine can be made to simulate it. However, it is only in recent times that AI applications have properly advanced. This is as a result of the continuing advances in computing technology that have provided the massive processing capability needed to power AI.

Fundamental to artificial intelligence is a computer's ability to learn. For an example of how far this has developed, take AlphaZero, developed by Google's DeepMind AI lab. After being programmed with the rules of chess (but given no information on play strategies), in just four hours DeepMind AI had mastered the game to such an extent that it was able to beat the previous, highest-rated chess-playing program - Stockfish.

Back in the real world, AI is giving rise to bot applications that utilise and analyse data. They have a learning capability that allows them to mimic human interaction. Combine this with the latest speech processing technology and the result is low cost chatbots such as the Amazon Echo and Google Home that have great utility and yet are very simple to use - you just talk to them.

The opportunity of utilising data, applying artificial intelligence and developing bot applications is being grasped by the travel industry. Forward thinking travel organisations are finding that they can offer higher levels of customer service, increase customer satisfaction and raise sales levels by introducing AI-driven bots to their customer bases.

For this conference, TTI has brought together a group of experts from across the travel industry who are already applying artificial intelligence and have already developed customer-facing bots. What is being achieved right now is highly impressive. Attend this conference and hear for yourself about their learnings and experiences of AI and the Rise of the Bots.

Venue:
Strand Palace Hotel, 372 Strand, London, WC2R 0JJ
nearest undergrounds: Charing Cross & Covent Garden

The Speakers

Speaker name tbc
Happiest Minds

Michael Mrini, Director of Information Technology
Edwardian Hotels

Ludvig Gee, Software Engineer - Stina AI bot
Stena AB

Jean Noel Lau Keng Lun, Senior Director, Product
Marketing, **Egencia**

Cathryn Fox, Director
Objective IT

Amir Segall, Vice President of Global Supply
HotelTonight

Joerg Esser, Partner
Roland Berger

Dr Kevin Ashbridge, Vice President Global Travel, Leisure
& Hospitality Solutions
SDL plc

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The Agenda

09:30 Registration and Coffee

10:00 Welcome & TTI Update, Tim Wright, Chairman

The World is Going Botty
Bots are now in widespread use. Consumers are becoming more accepting of the fact that they are chatting with machines, whether this is text or voice chat. However, if bots and the AI technology that sits behind them have been well developed, it is actually likely that many people will not even realise that they are not interacting with another human being. In this session, you will hear about two different bot implementations that are surprisingly 'humanised.'

10:10 Edward the Chat Bot
Michael Mrini, Director of Information Technology, Edwardian Hotels

10:40 An Email Bot
Cathryn Fox, Director, Objective IT

11:00 The World is Going Botty Panel Session

11:20 Coffee Break

AI Applied to Content
The delivery of the right content at the right time is paramount in persuading consumers to make a purchase or impressing them with efficient and pertinent customer service. AI can be used to review content from many sources and deliver just what is needed at the time, doing this via a chatbot or some other interface. Of course, in a multi-lingual world, content has to be delivered in the right language and AI has a vital role to play here too. In this session, two technical experts will describe how their technology is successfully applying AI to content.

11:50 Using AI for Contextual Content
Speaker name tbc, Happiest Minds

12:15 AI and Neural Machine Translation
Dr Kevin Ashbridge, Vice President Global Travel, Leisure & Hospitality Solutions, SDL plc

12:35 AI Applied to Content Panel Session

13:00 Lunch
(conference resumes 14:00)

Automating Customer Service
The promise of Artificial Intelligence and Bot technology is that a well developed implementation can significantly raise the level of customer service, without having to increase the headcount within a customer service team. Whilst bots are 24/7, some businesses recognise the simple fact that bots are not as adaptable or user-friendly as human beings. This gives rise to two potential customer service strategies, develop the best bot you can or use AI to drastically increase the efficiency of your customer service team. Learn about these two approaches in this session.

14:00 Stina AI Bot
Ludvig Gee, Software Engineer – Stina AI bot, Stena AB

14:20 AI with the Human Touch
Amir Segall, Vice President of Global Supply, HotelTonight

14:40 Automating Customer Service Panel Session

15:00 Coffee Break

Looking into the Future
We are just at the beginning of exploiting AI and Bot technology. Rather like the early days of the Internet, we may think we have arrived at a good level of technological sophistication but where we are now may one day seem quite primitive. How can AI and bots support corporate travel now and in the future? Are we destined to live in harmony with AI-driven technology or will humanity end up playing second fiddle to machines that may be smarter than us? In this session, our two expert speakers look into the future.

15:30 Corporate Travel, AI and Bots
Jean Noel Lau Keng Lun, Senior Director, Product Marketing, Egencia

15:50 Humanity vs. Machine
Joerg Esser, Partner, Roland Berger

16:10 Looking into the Future Panel Session

16:30 Chairman's Summary, Tim Wright, Chairman, TTI

16:45 Close

Moderator: Paul Richer, Genesys Digital Transformation

Registration

TTI members - 2 free delegates (Additional TTI member delegates and Unicorn licence holders £50 + VAT)

AAC / Advantage / AITO / BETA / ETOA / GTMC / IFITT / OpenTravel / RMAPI / members £195 + VAT

Others £295 + VAT

Register online at www.tti.org   To contact TTI, email admin@tti.org or call 0330 1595030