

TOURISM TRANSFORMED

A byte-sized guide to innovation



AI-Powered Travel Assistants: Transforming the Way We Travel

Trip.com

Trip.com is an international one-stop travel service provider, offering a network of over 1.1 million hotels and flights from 510+ airlines, covering 3,400 airports in 220 destinations globally. To ensure the best travel experience, Trip.com provides 24/7 multilingual customer support.

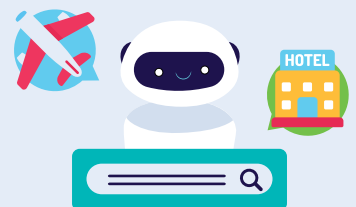
Business Challenges

With a rapidly growing global customer base, Trip.com faced limitations in hiring enough customer service staff to maintain its high service standards. Most user issues were easily resolvable, but the high volume of requests resulted in long wait times for users needing human assistance. In addition, users seeking inspiration and have not decided on their destination or other trip details may struggle to find the right keywords to use with conventional search engines.



Solutions

In 2023, Trip.com embarked on a technology transformation drive, leveraging artificial intelligence to raise productivity and streamline operations.



Customer Service Chatbot

It introduced a Customer Service Chatbot that automatically labels and filters customer requests, prioritising urgent issues for customer service agents. This ensured that emergencies were swiftly addressed, leading to an impressive 96% customer satisfaction rate and a Trustpilot score of 4.2 stars for the company.

TripGenie

The company also launched TripGenie, an AI-enabled travel assistant that helps with pre-trip planning, bookings and post-booking support. Powered by large language model (LLM) technology like ChatGPT, TripGenie offers instant, personalised responses to travel-related queries, delivers tailored trip inspiration, and simplifies flight and hotel searches by intuitively understanding user preferences.

Implementation Difficulties

Customer Service Chatbot

The main challenge in introducing the Customer Service Chatbot was ensuring that customers with complex service requests were properly routed to customer service agents for timely assistance. To address this, the chatbot was upgraded to enable the automatic labelling and filtering of requests. This allowed critical issues to be prioritised and forwarded to customer service agents ahead of less urgent inquiries, ensuring that emergencies were addressed swiftly.

TripGenie

As for TripGenie, initially, many users were unfamiliar with LLM technology. This challenge was addressed by raising public awareness of TripGenie through media publicity and the integration of a floating element within the app to promote TripGenie's discoverability.



Successes Seen

Customer Service Chatbot



95%
of enquiries answered
within 20 seconds

75%

of global enquiries resolved
without human intervention



50%
improvement in one-time
resolution rate

TripGenie



70%
rise in daily
active users

2X
increase in order
conversion rate



Technology, when used correctly, has tremendous potential to help improve processes—whether it's increasing efficiency, improving the customer experience, or anything else in between. It is important to always keep abreast of developments so that we can be aware of technologies that we can harness to improve ourselves.

Edmund Ong
General Manager, Trip.com Singapore

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