



LOKULUS

Your hosts



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Today's Session

High level introduction to the mystical world of Artificial Intelligence

Practical use of AI technologies within the travel industry

Opportunity for Q&A

An introduction to Generative AI for business



slido



Do you have a clear understanding of what AI is?

① Start presenting to display the poll results on this slide.

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Do you think AI could help your business?

① Start presenting to display the poll results on this slide.

AI in the news

OpenAI CEO Sam Altman says AI will reshape society, acknowledges risks: 'A little bit scared of this'

"This will be the greatest technology humanity has yet developed," he said.

[ABC News](#)

Schools unprepared for impact of ChatGPT on learning, teachers say

[The Standard](#)

The rise of the machines? ChatGPT CAN pass US Medical Licensing Exam and the Bar, experts warn - after the AI chatbot received B grade on Wharton MBA paper

[Daily Mail](#)

Airline held liable for its chatbot giving passenger bad advice - what this means for travellers

[BBC Travel](#)

AI Set to Revolutionise Travel & Tourism, Says Latest WTTC Report

[World Travel & Tourism Council](#)



But what *is* AI?

Artificial Intelligence

Simulating human intelligence, reasoning and problem-solving capabilities

Machine Learning

Algorithms learning to perform tasks like classification, based on training data

Deep Learning

Neural networks learning about patterns and relationships in training data, then performing tasks like fraud detection

Generative AI

Neural networks generating text or other media resembling human output
– ChatGPT

What is ChatGPT?

An example of Generative AI, which became the fastest-growing consumer software app ever

Chat

Generative

Pre-trained

Transformer

A chatbot designed to communicate in a way resembling human conversation

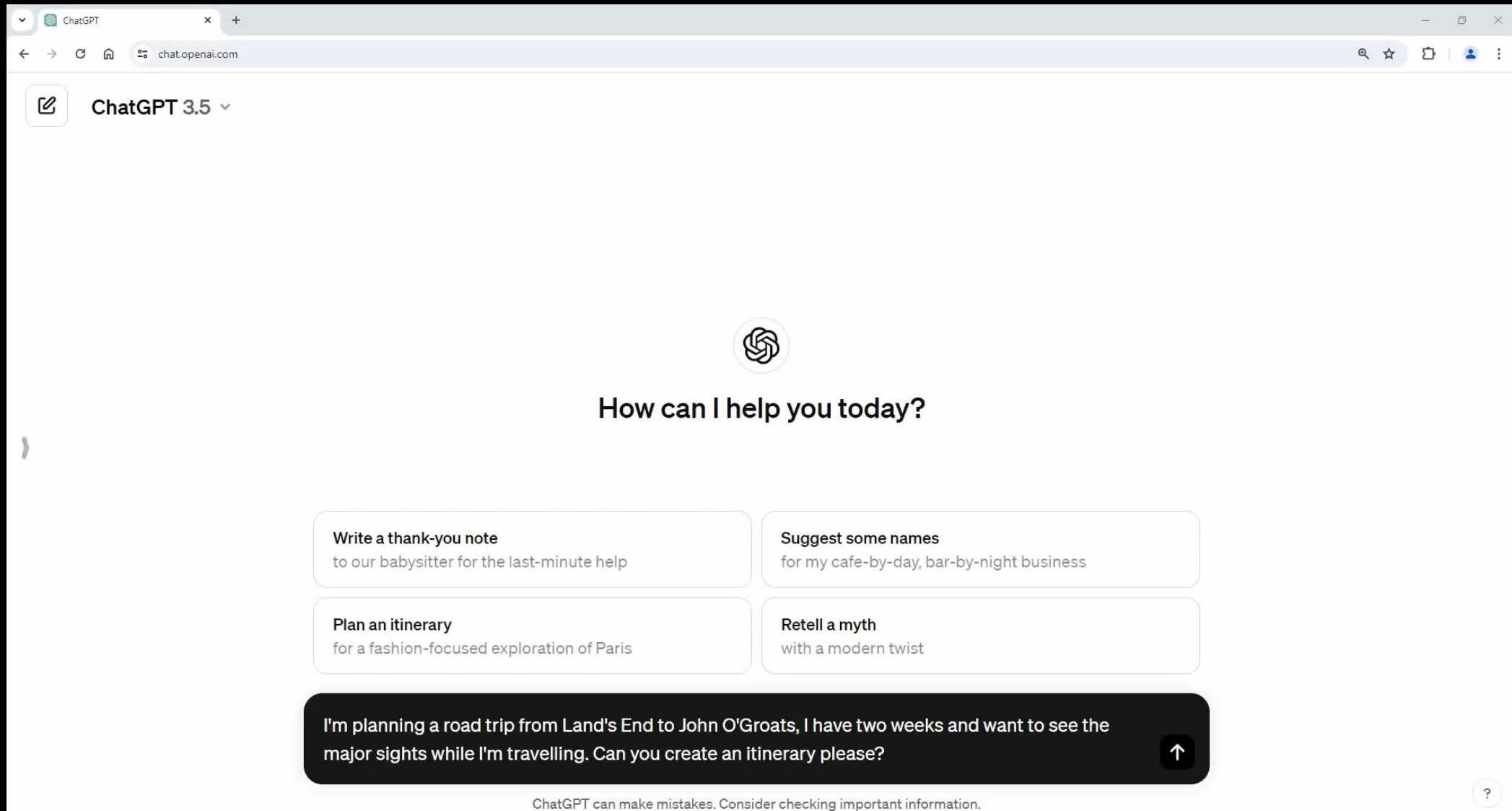
Take a question (the *prompt*) and generate a response to it

A neural network trained on a huge amount of data

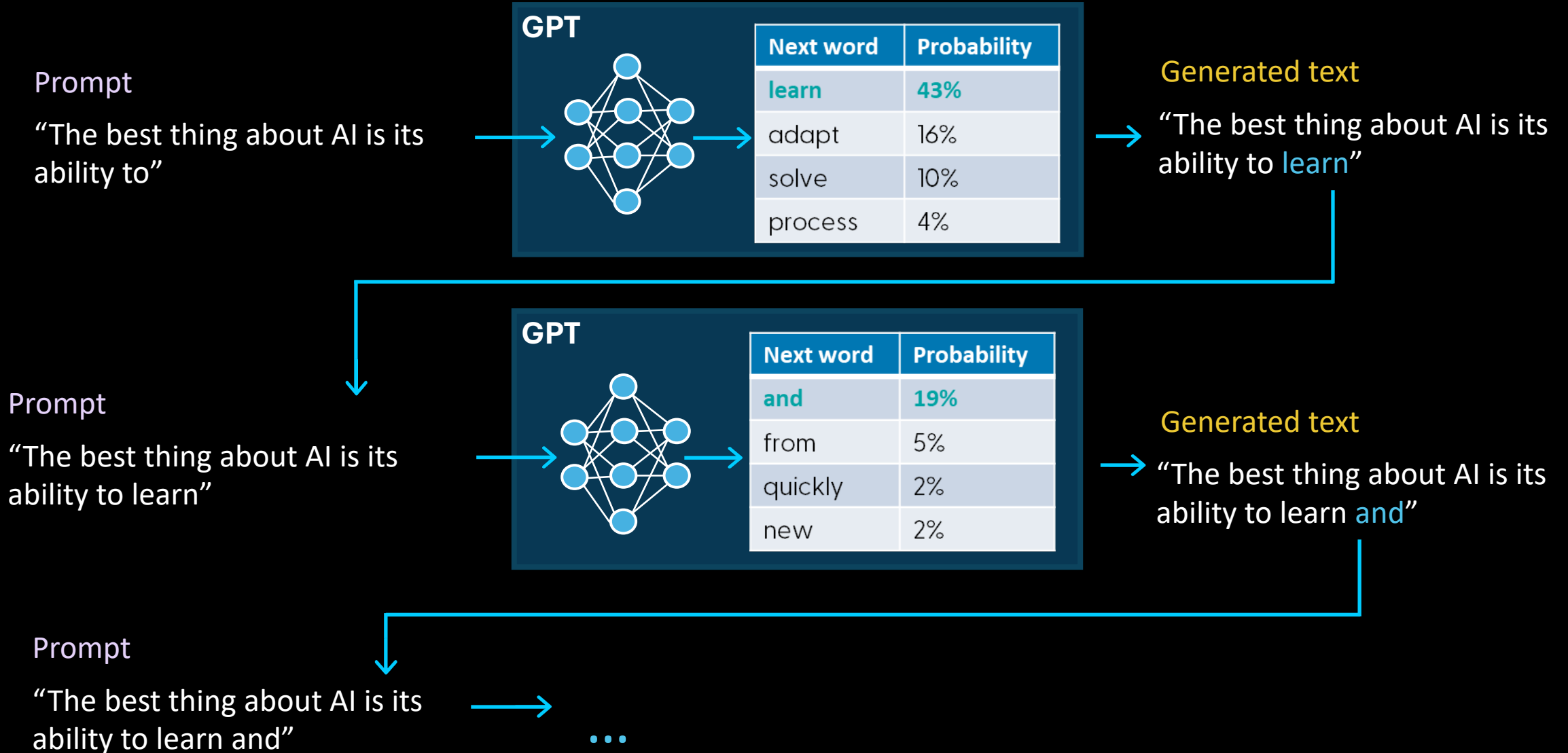
A kind of neural network introduced by Google in 2017



Using ChatGPT to plan a travel itinerary



How does Generative AI work?



What are some business uses for Generative AI?

Automate business processes

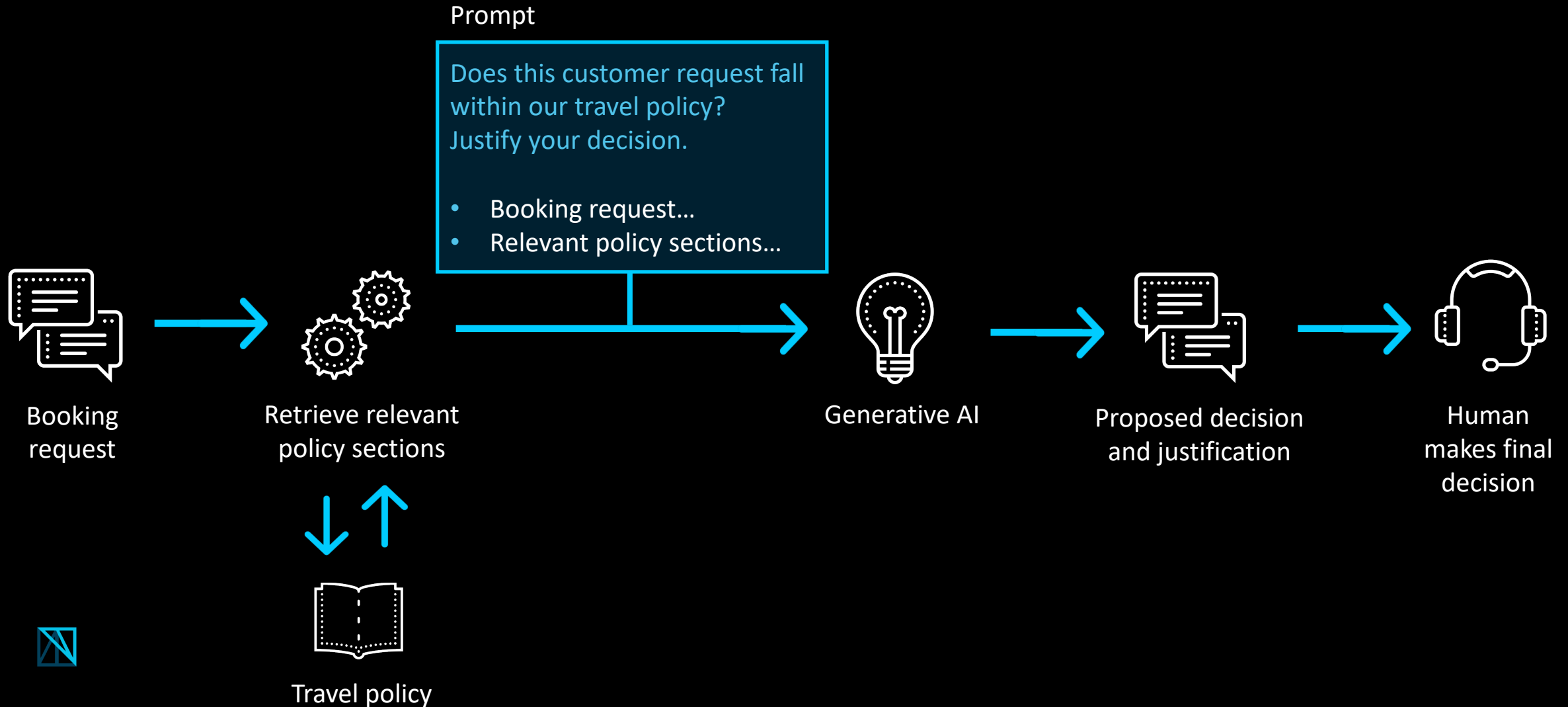
- Enquiry categorisation
- Sentiment & emotion analysis
- Entity recognition
- Skills Based Routing
- Q&A with business knowledge
- What's the status of my enquiry?

Increase human efficiency

- Summarise long enquiries
- Translate language
- Suggest relevant knowledge
- Suggest responses
- Quality Assure responses
- Support less-experienced staff



Using Generative AI to improve human efficiency



Some considerations when applying Generative AI

Data Usage



- What's happening to my data?
- Anonymisation?
- Regulatory compliance?

Hallucination



- How do we reduce the risk of AI making mistakes?
- Can we train AI to use our business knowledge?

Behavioural Change



- Why is the AI behaving differently today?
- Can we improve consistency?

More considerations when applying Generative AI

Energy Usage



- How much energy is AI using?
- Can we reduce it?

Safety



- Is AI fair and inclusive?
- What about bias or harmful behaviours?

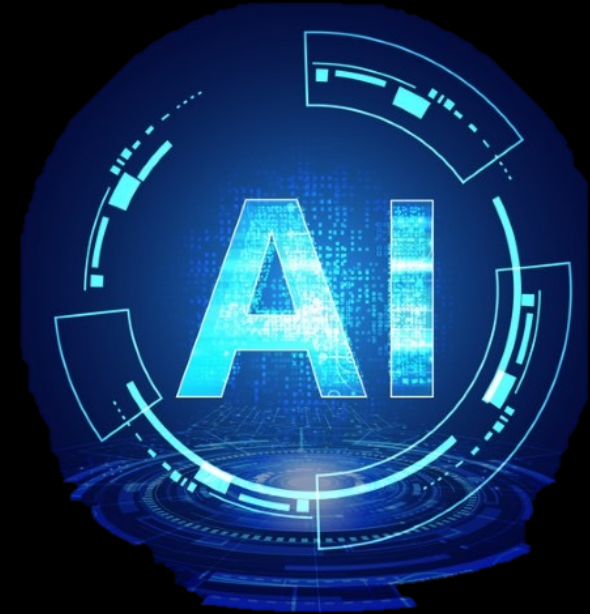
Availability and Scalability



- Can AI respond in real-time?
- Can it scale to handle peaks?

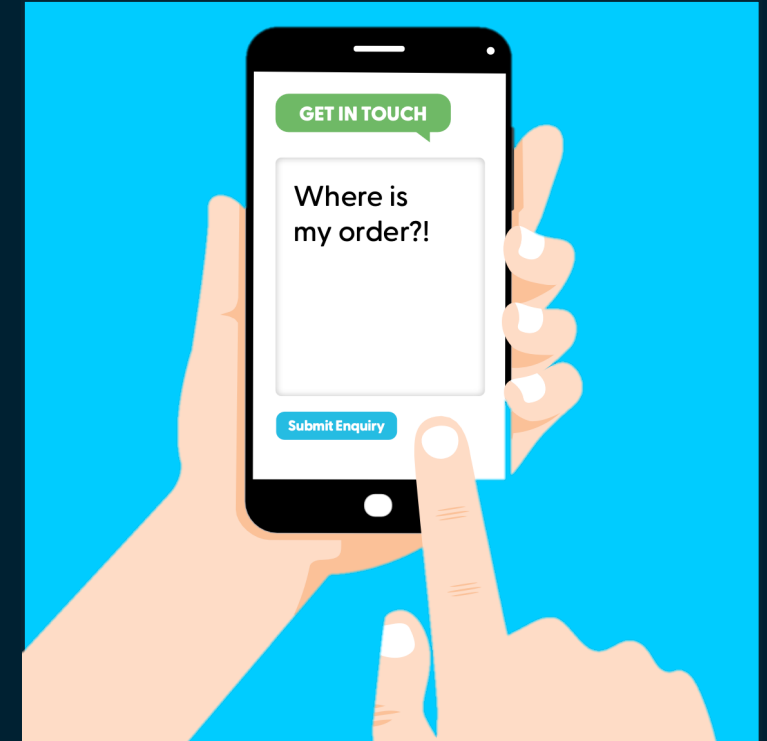
Future trends for Generative AI

- Wider range of choice, including open-source
- Generate – and process – images, sound (voice) and video (multi-modal)
- Build and deploy more efficient and specialist AIs (Small Language Models)
- Process ever larger amounts of data – “Summarise this book...” (longer prompts)
- Devin the AI Software Engineer (autonomous agents)

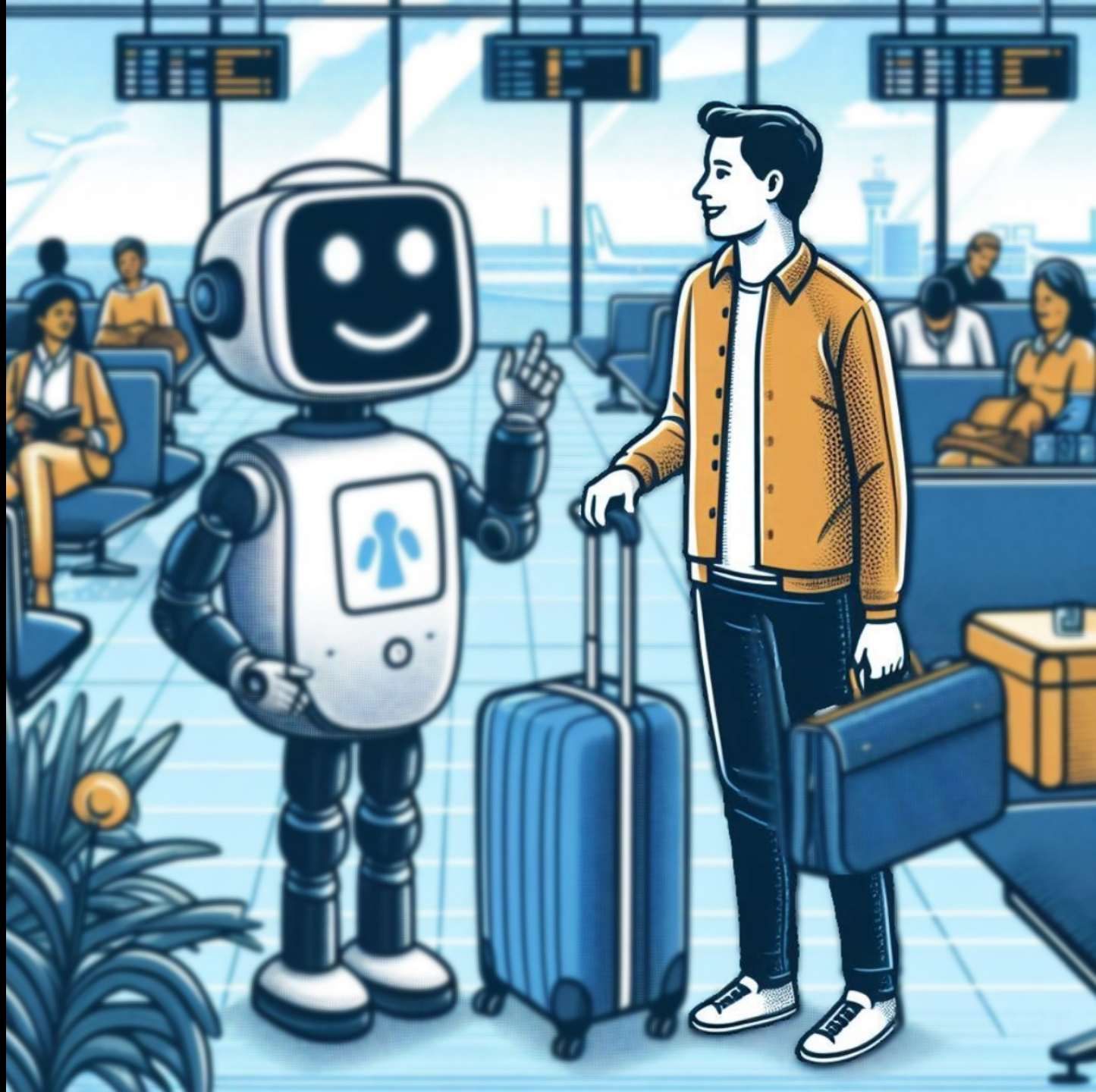



Finally...Generative AI for Customer Service

- Generative AI has the potential to revolutionise customer service and improve business efficiency
- We recommend clients evaluate Generative AI and conduct cautious experimentation
- We advocate keeping humans in the loop for customer-facing activities – for now at least!



AI in the Travel Industry






New Items Today X

✉ Readonly WorkItem 15017 X

✉ CLOSED NON-ACTIONABLE WorkItem 15017

Case

 Customer

Respond by Email

Reserve for...

Go

Pend Until...

☐ Hold

Com

LittleCo

Cat

General Enquiry

To

bookings@moretravel.co.uk

Cc

From

matt@little.co.uk

Received

1 June 2023, 12:58

Subject

Flight booking

Hi

I need to attend a client meeting in the Zuidas district on the 30th April , can you book me a flight arriving Monday evening and departing late Tuesday afternoon


Thanks,
Matt

Imagine receiving the following email as a booking enquiry

It is fairly easy for an experienced travel consultant to decipher the request with focus and no interruptions

By applying combinations of GPT and our workflow rules logic we interpret with pace:

- the request
- prioritise versus other requests
- check if we know Matt's regular departure airport – if not then automatically ask for it
- suggest hotels as he hasn't requested one



New Items Today

Readonly WorkItem 15017

CLOSED NON-ACTIONABLE WorkItem 15017

Case

Customer

Hi


I need to attend a client meeting in the Zuidasdistrict on the 30th April , can you book me a flight arriving Monday evening and departing late Tuesday afternoon

Thanks,
Matt



penai.com

ChatGPT 3.5



How can I help you today?

Plan a 'mental health day'
to help me relax

Explain nostalgia
to a kindergartener

Make a content strategy
for a newsletter featuring free local weekend ...

Compare business strategies
for transitioning from budget to luxury

Message ChatGPT...

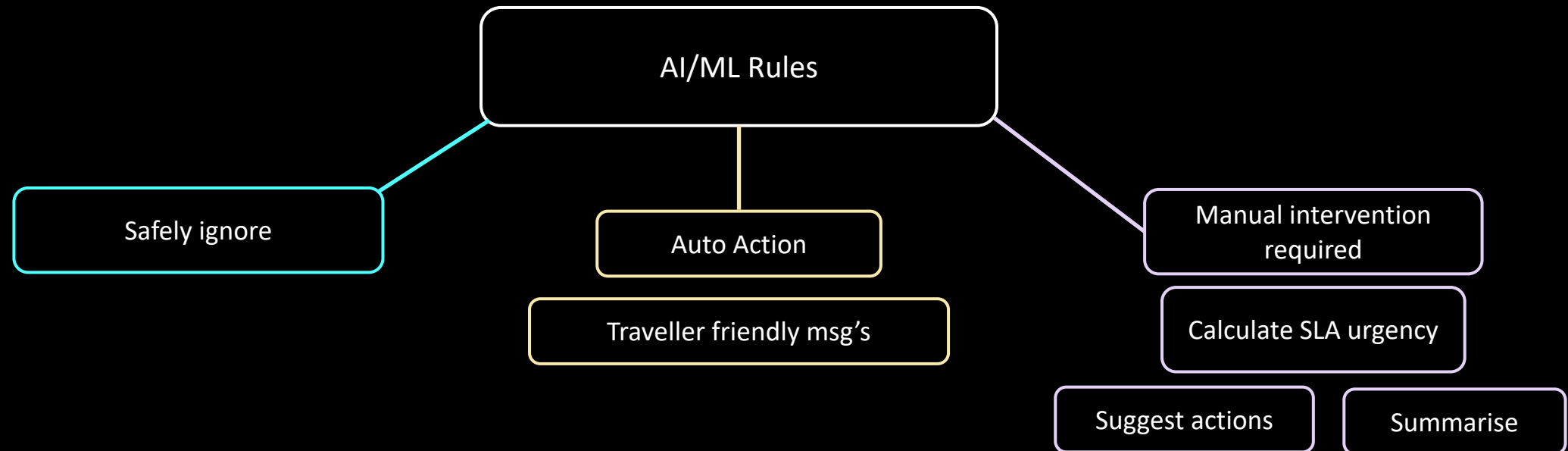
ChatGPT can make mistakes. Consider checking important information.

Post booking events

The daily chore of sifting through GDS events eliminated

GDS Events Feed / Vendor Remarks
(Near real time)

MISSING SSR CTCM MOBILE OR SSR CTCE EMAIL OR SSR CTCR NON-CONSENT FOR WB

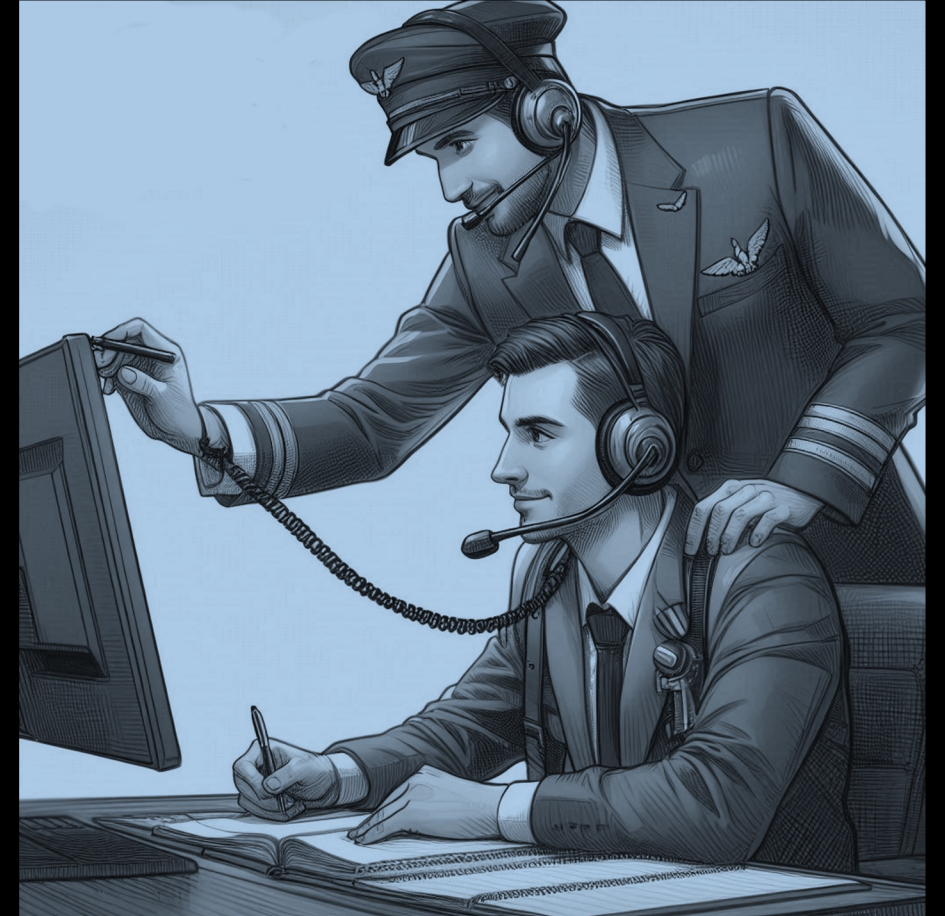


GDS Ticketing Events

Itinerary analysis for additional service opportunities, such as a flight-only itinerary without hotel bookings

As a consultant co-pilot

As a background process with pro-active outreach



Airline claims

- Using a logic-based rules engine for checking basic facts such as checked passengers, flight and delay durations
- Using AI to determine if the delay was extraordinary or not
- Then using AI to supplement the evidence when denying a claim to reduce the volume of litigation claims

Claim submission

Progress comms

Rejection comms
- AI Evidence Gathering

Triage

Fact based checking of:

- booking
- delay period
- flight distance etc

Flight delay reason analysis
AI/ML decision rules

Expense processing:
AI image analysis
GPT interrogation



Subject: AirEuro Claims - Ref M2FS
From: aireuro@morefs.co.uk
Date: 15/04/2024, 13:20
To: mary@theidvault.co.uk



Hi Mary,

We have now completed our assessment of your claim (M2FS) and unfortunately you are not eligible for compensation.

Although your flight was disrupted, the root cause of the delay was outside of our control. We do invest heavily each year to avoid delaying our passengers as we know I can have such an impact on your plans but even with these mitigating factors (e.g. spare aircraft, crew...) we could not avoid the delay in this instance.

The table below shows the information that highlights the causes of the delay to your flight.

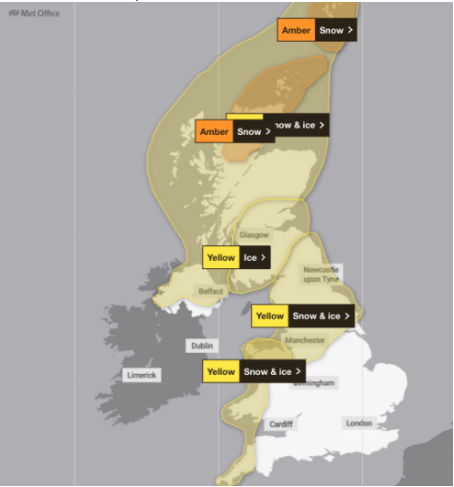

What next

As your claim is not eligible we will not be progressing this further. You can challenge the decision via the CAA arbitration.

Further information

Full details of your rights and all the FAQs relating to flight disruptions can be found here.

Kind Regards,
AirEuro Customer Service

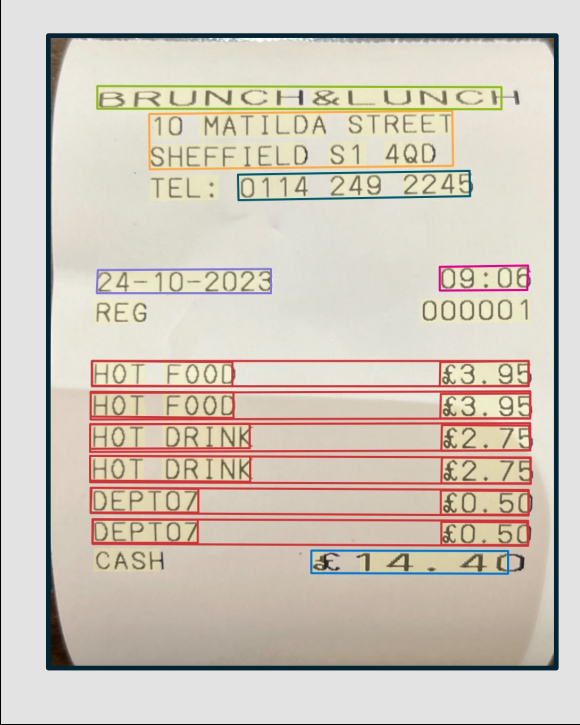
Summary	
Flight	AE0588 flying 2024-04-01
Flight Decision	Ground handling impaired by adverse weather conditions
Details	Local weather report for 2024-04-01 
	source: Met Office 
source: Manchester Airport Ground Operations	
Conclusion	Extraordinary



Expense processing – typically for delays or welfare claims

- image information checking
- duplicate checking
- identify items on the receipt and excluding as required
- multi-language





Fields	Result	Code
DocType: receipt.retailMeal		
Items (6) #1		
Total #1	14.4	88.60%
MerchantName #1	BRUNCH & LUNCH	96.50%
MerchantAddress #1	10 MATILDA STREET SHEFFIELD S1 4QD	98.10%
HouseNumber	10	
Road	MATILDA STREET	
PostalCode	S1 4QD	
City	SHEFFIELD	
StreetAddress	10 MATILDA STREET	

Merchant: BRUNCH & LUNCH **Confidence:** 0.965
Date: 24/10/2023 **Confidence:** 0.989
Total: £14.40 **Confidence:** 0.884

Item description	Item value	Value confidence
HOT FOOD	£3.95	0.994
HOT FOOD	£3.95	0.994
HOT DRINK	£2.75	0.995
HOT DRINK	£2.75	0.994
DEPT07	£0.50	0.993
DEPT07	£0.50	0.992



Summary

Using AI can be a game changer, but careful consideration needs to be taken with security and hallucination

Keep humans in the loop when not certain

Use as a co-pilot to shorten process timescales, especially for less experienced consultants



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Do you think AI could help your business? (2)

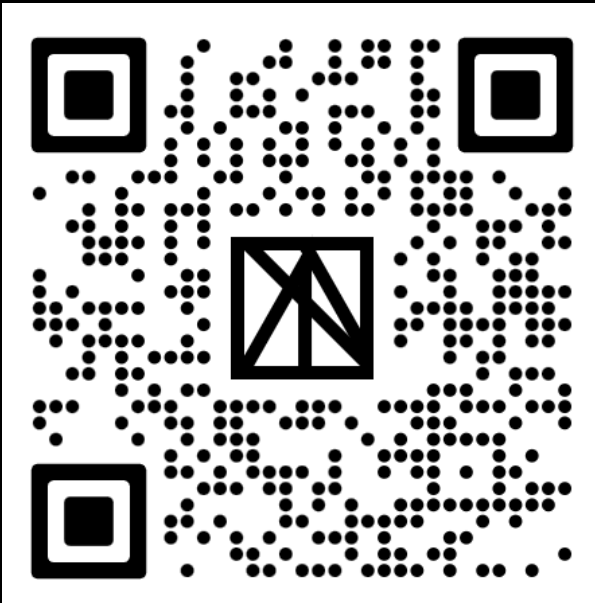
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← **Liverpool**
40 miles

Manchester
14 miles

↗ **Leeds**
62 mile

Stockport
11 miles

✈ **Manchester Airport**
6 miles

➔ **Sheffield**
48 miles

Lokulus HQ
Alderley Edge



Macclesfield
6 miles

↙ **Birmingham**
70 miles

↘ **London**
193 miles