Virtual Travel Assistant
Changing how users shop & book travel on mobile

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Fluential LLC
Experts in Bullet-proof Technology

$10M of R&D
85+ person-years
98% accuracy in clinic
18 patents filed, 3 Granted
Optimizing the User Experience

*Enabling your application to conform to you….Not you to it*

- Directed Dialog
  - Answers questions asked
  - Or prompted for specific queries
  - Can not break the dialog flow
  - Can not speak out of turn
  - System immediately forgets old queries

- Free-flow Dialog
  - Can say anything at anytime in any manner
  - Can switch between multiple dialog
  - Can not break the dialog flow
  - Can remembers older conversations
Fluential’s Technology

- Contextual Meaning
- Understands User Intention
- Remembers
- Can switch between topics
- Knows users preferences
- Intelligent ranking
- Identify missing information
- Interacts with user to get info
- Conversation can be unstructured
- Use domain specific vocab to reduce recognition error rate
App Creation w/o Sofia
(33-70 weeks of Dev.)

- **Specs**
  - 2-3 weeks
  - Multi-modal Interaction design
    - 2-6 weeks
  - Graphic design
    - 2-4 weeks

- **Domain specific language modeling** creation
  - 4-8 weeks

- **Domain specific natural language understanding** creation
  - 6-10 weeks

- **Dialog Error Handling**
  - 3-7 weeks

- **Mobile App Development**
  - 4-12 weeks

- **usability, testing, bug fixes**
  - 6-10 weeks

- **Go-live**

- **Dialog Creation**
  - 4-10 weeks
App Creation w/ Sofia
(17-40 weeks of Dev.)

Specs
2-3 weeks

Multi-modal Interaction design
2-4 weeks

Graphic design
2-4 weeks

3-8 weeks

Sofia IDE:
- auto corpus expansion
- default dataTypes
- sample interaction guides
- simulator

Mobile App Development
4-12 weeks

usability, testing, bug fixes
4-8 weeks

Go-live

Dialog Error Handling

Dialog Creation

Graphic design
2-4 weeks

Sofia IDE:
- auto corpus expansion
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3-8 weeks
Emerging Mobile Trend in Travel

**IT Trends**
- Social Media
- Cloud Computing
- Personalization
- Video
- Gamification

**General Mobile Trends**
- Voice Integration
- Augmented Reality and Smartphone Sensors

**Travel Industry-Specific Mobile Trends**
- Movement Tracking
- Advanced Disruption Management
- Airport and Local Business Merchandising
- Ancillary Services
- Last-Minute Bookings

LBS
M-Payments
NFC

**Last-Minute Bookings**
**Ancillary Services**
**Airport and Local Business Merchandising**
**Advanced Disruption Management**
**Movement Tracking**
**Augmented Reality and Smartphone Sensors**
**Voice Integration**

**Emerging Mobile Trend in Travel**
Interest in Future Mobile Capabilities

Question: Which, if any, of the following mobile website/app capabilities will you likely use or find appealing when traveling in the future?

Base: U.S. online travelers who access the Internet through their mobile phones (N=1,125); U.S. business travelers who access the Internet through their mobile phones (N=1,526)

Source: PhoCusWright's Traveler Technology Survey 2011,
Current “Access” Channels

- Website
- Call an agent
- Mobile App
Fluential Virtual Agent for mobile

The customer can communicate via voice, text or touch with an intelligent interactive virtual agent anywhere and anytime
"I need three tickets to Disneyland for the 3rd"

"San Francisco"

"I would like to stay and enjoy the rides but need to return the 10th"

Ok. Looking for flights from San Francisco to Burbank on June 3rd returning on June 10.

Ok. 3 tickets, flying from San Francisco to Burbank on June 3rd. And when will you be coming back?

Ok. 3 tickets to fly to Burbank on June 3rd. Where are you flying out of?

Understands Relative Dates

Information can be spoken in any order and in many different variations

Large Terminology Coverage:
- System understand 25,000+ US Points of Interest
- All commercial US airports, all US cities
Thank You