Building **Chat Automation** and **Conversational Systems** to Engage Users and Drive Customer Loyalty

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CHATBOTS ROCK

Voice Search
50%

USA 18+
25%

Using often
75%

Use text chatbots
70%
About 30,000 bots in Messenger in a six months

Amazon opens access to Alexa API for developers to build custom Skills that extend Alexa functions

Google launches the platform for developers to create custom Actions and integrate new capabilities to the Google Assistant
Now this is exactly the time to build and launch your company's text and voice bot.

Companies who are already on this path, can become one of the first in their industry.
Both the market leaders and the startups develop their own chatbots.

Among popular chatbots: Expedia, Kayak, Skyscanner, Hipmunk, KLM, Booking Holdings, Snap Travel, Mezi and others.
The millennial generation is the biggest in the US history – even bigger than the Baby Boomers.
The Generation Z is already on the doorstep. In just a few years, their market share can reach 40%!
MILLENNIAL TRAVEL HABITS

FACEBOOK
The most popular social network for traveling millennials
94%

MOBILE APPS
75% of millennials have travel applications on their phones
75%

TRAVEL INSPIRATION
Vast majority use Facebook for travel inspiration
87%

BOOKING
Almost half of millennials use phones or tablets to book trips
50%

SEARCHING
Using mobile devices for searching travel information
74%

MESSAGING PLATFORMS
45% regularly use messaging platforms and chat rooms
45%
THE USE OF MESSAGING PLATFORMS IN THE USA

Potential users of chatbots:

- **MILLENNIALS**: 41 mln
- **GENERATION X**: 19 mln
- **BABY BOOMERS**: 7.5 mln

**TOTAL**: >67.5 mln
CHATBOTS COULD BE

- Customer Support
- Marketing channel
- Traffic channel
- Sales channel
>90% are satisfied with voice assistants

Voice assistants help customers feel:

- Organized
- Informed
- Smart
- Free
- Confident
CHATBOTS TYPES

- **Pre-built**
  Special online services and platforms

- **Command-based**
  Commands and cards to retrieve specific data

- **Conversational**
  AI, NLP (text recognition, speech recognition)

- **AI with ML**
  ML algorithms for NLP improvement
PRE-BUILT CHATBOTS

Chatbots created by using special online services and platforms. This solution does not require any additional engineering & coding work.
Building such bot requires programming knowledge. Company needs to have a team of software engineers, additional resources and certain timeframe for developing the bot.
CONVERSATIONAL BOTS

Conversational chatbots have more extensive opportunity to interact with the user, they have text and speech recognition and can have a complex natural dialogue with a person, including voice-enabled devices.
Using special services you can optimize the process of text and voice bots’ development & simplify their distribution to the multiple user platforms.

CONVERSATIONAL PLATFORMS FOR BOTS

Dialogflow
Wit.ai
Amazon Lex

BOT CORE

Google Assistant
Amazon Alexa
Facebook Messenger

CruiseBe
CRUISEBE CHATBOT

Search & Explore
Providing information about ships and ports

Itinerary planner
Instant aggregation of the cruise daily agenda

Games & quizzes
Playing simple games with a user

Text recognition
Complex natural dialog with a user

Speech recognition
Voice-enabled assistant

Select & Book
Real-time booking process (*in development)
The conversation continues until the user's intent is fulfilled.
HOW BUSINESS COULD GET A VOICE

NLU

Upload Data

Create Flowchart

Test & Train
NLP logic via Dialogflow Fulfillment Webhooks

Dialogflow

Fulfillment

Webhook

Your web service will receive a POST request from Dialogflow in the form of the response to a user query matched by intents with webhook enabled. Be sure that your web service meets all the webhook requirements specific to the API version enabled in this agent.

Inline Editor (Powered by Cloud Functions for Firebase)

Build and manage fulfillment directly in Dialogflow via Cloud Functions for Firebase. Docs

```
agent.add('This message is from Dialogflow\'s Cloud Functions for Firebase editor!');
agent.add(new Card{
    title: 'Title: this is a card title',
    imageUrl: 'https://dialogflow.com/google.png',
    text: 'This is the body text of a card.
You can even use line breaks and emoji!
',
    buttonText: 'This is a button',
    buttonUrl: 'https://dialogflow.com/'
});
agent.add(new Suggestion('Quick Reply'));
agent.add(new Suggestion('Suggestion'));
```
CHATBOTS BENEFITS & RISKS

- Instant replies
- Pre-configured funnel
- 24/7 availability

- Non-acceptance
- Subscription settings
- Machine learning control
ML allows a bot to self-learn while communicating with the user, remember the response, and improve its skills in the following interactions.
TRAVELERS’ “AVATARS”

AI will identify the tourist and classify him/her to the appropriate user “avatar” class with ten thousands of people with similar preferences. The program will be able to anticipate user`s wishes based on the experience of the "avatar" which combines the behavioral factors of the whole group.
Chatbots will replace the traditional call centers, booking-engines and, in some way, communication with customers. Moreover, chatbots will be visualized in the form of a travel agent or excursion guide using AR, VR, and AI.
ANY QUESTIONS?

WHAT  WHY  WHERE  WHEN  WHO  HOW

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