softserve

TRAVEL AND HOSPITALITY INNOVATION WITH GENERATIVE AI

THE FUTURE OF TRAVEL AND HOSPITALITY WITH GENERATIVE AI

With a projected revenue of $854.7 billion (U.S.) in 2023 and a growing reliance on online sales, accounting for 74% of total revenue by 2027, travel and tourism market is poised for significant growth and innovation.

Generative AI promises to transform travel by intuitively anticipating user needs, delivering unparalleled personalization, and reshaping operational dynamics. It's a roadmap for making travel experiences more captivating, efficient, and memorable. This fusion of the digital and physical realms is set to reimagine the travel experience.

KEY CHALLENGES

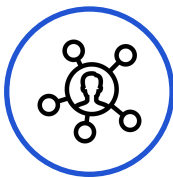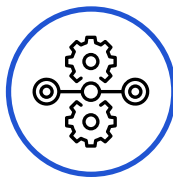|	
TRAVEL WORKFORCE SHORTAGES	A shortage of travel professionals, including pilots, flight attendants, and hotel staff, directly affects how well travel services operate and how satisfied travelers are.
ELEVATING CUSTOMER SERVICE	Inadequate support for travelers facing delays, cancellations, refunds, or other trip mishaps hurts the overall travel experience.
DATA MANAGEMENT	Despite the huge amount of valuable data from daily travel transactions, the industry struggles to use it effectively for predicting future trends.
SECURITY AND ETHICAL DATA USE	Personalizing travel experiences requires careful handling and protection of user data, creating challenges in managing travel information.
COMBATTING FRAUD	Detecting fraudulent activities in the travel sector by monitoring listings, reviews, and feedback requires constant vigilance to ensure trustworthy platforms and prevent scams.
TRAVEL ACCESSIBILITY DEMANDS	The growing need for accessible travel experiences faces obstacles due to limited available products and services, making inclusivity a significant challenge.
ADDRESSING SUSTAINABILITY	The travel industry contributes significantly to global carbon emissions (about 8% of its total), highlighting the difficulty of aligning travel practices with global sustainability goals.

GENERATIVE AI BUSINESS BENEFITS

The transformative potential of Generative AI in the travel industry is boundless, reshaping how we plan and experience journeys while revolutionizing travel-related businesses. Let's explore the myriad of opportunities that Gen AI presents:

Enhanced User Experience and Personalization

Improving Customer Support
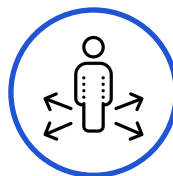
Streamlined Operations

Fraud Prevention

Blended Reality Experiences
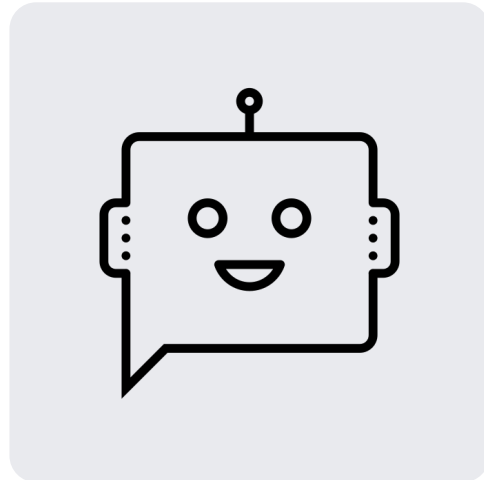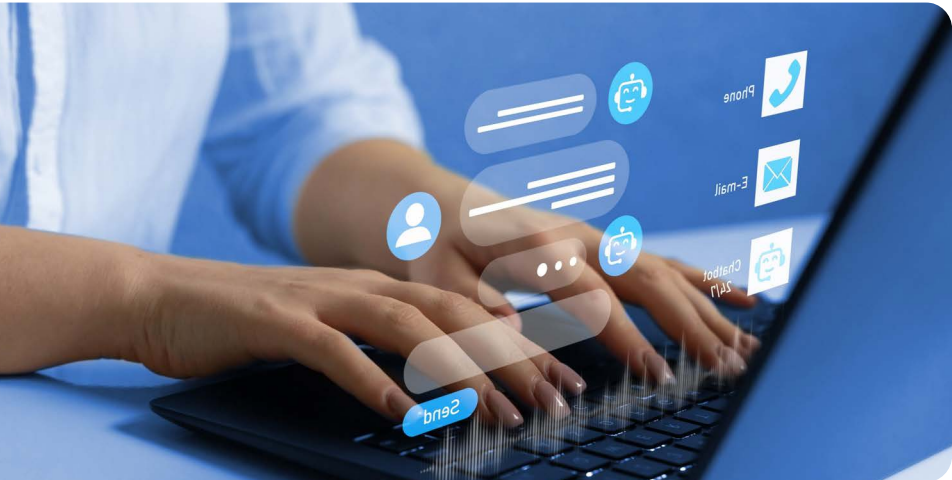
Predict and Assess Demand in Real Time

Cost Reduction and Efficiency Enhancement

Smart Decision-Making
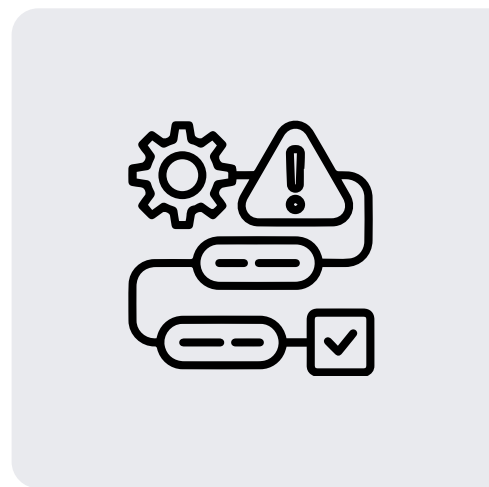
MOST PROMISING
GENERATIVE AI USE CASES

TRAVEL CONCIERGE VIRTUAL ASSISTANT

Gen AI co-pilots can create and recommend personalized trip destinations, services, and activities based on individual interests, historical visits, and global trends. Additionally, they streamline booking processes, and give travelers real-time information about attractions and events.

CRISIS MANAGEMENT

In times of travel disruptions such as flight delays or cancellations, a Gen AI assistant can generate alternative solutions or compensatory offers, enhancing customer satisfaction and minimizing the impact of unforeseen obstacles.
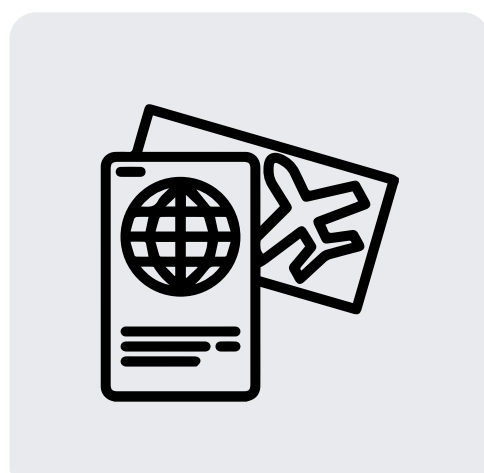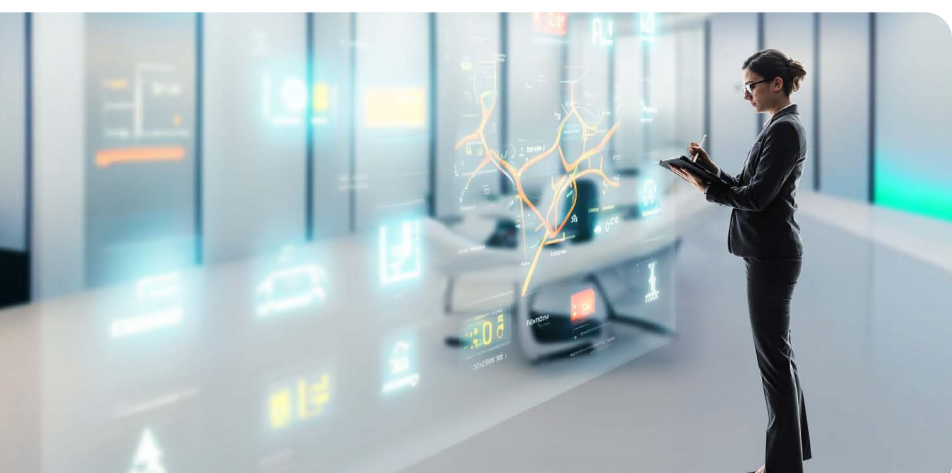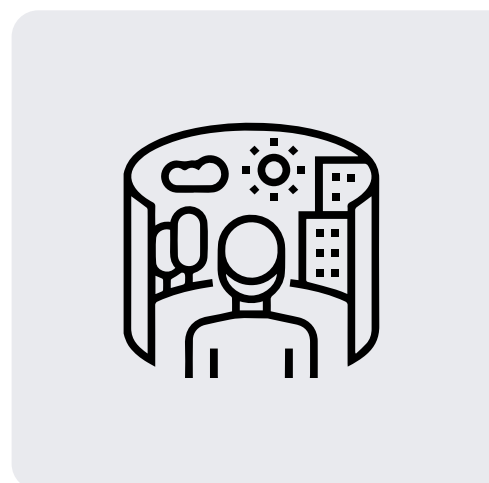

GUEST FEEDBACK AND SENTIMENT ANALYSIS

Opinion mining of guest reviews enables the evaluation of user sentiments, attitudes, and travel experiences. Gen AI can harness this data to provide personalized recommendations, while carefully monitoring the quality of user-generated content and brand reputation.

IMMERSIVE EXPERIENCES

Gen AI can create virtual tours, augmented reality, or mixed reality experiences that offer travelers insights into their destinations. With Gen AI, virtual travel becomes more immersive, paving the way for unparalleled virtual tourism.

AIOT (ARTIFICIAL INTELLIGENCE OF THINGS)

Simplify operations and improve traveler experiences. Technologies like facial recognition, robotics, and automation can cut down on staff, provide self-service choices, and create hands-free travel.

GET STARTED ON YOUR GENERATIVE AI JOURNEY

LET SOFTSERVE ACCELERATE YOUR GENERATIVE AI JOURNEY WITH 3 OFFERINGS

Don't be left behind in the race to harness the disruptive innovation of Generative AI. SoftServe defined **Generative AI adoption patterns** are designed to help you navigate the complexities of this emerging technology. We will help you select an appropriate adoption pattern or a combination of them to build tailored solutions that meet your enterprise's unique needs. Expedite your journey on a path to a new way of productivity and creativity with SoftServe Generative AI offerings, positioning your business as a leader in the industry:

AI DISCOVERY	AI LAUNCHPAD	AI ADOPTION
From Interest to Discovery: Generative AI Ecosystem and Implications for My Business	*Launchpad to Innovation: Evidence-Based Exploration and Deployment*	*From Insight to Impact: Rapid Scaling and Adoption in My Organization*
✓ Use Cases and Business Impact Priorities	✓ Generative AI Lab	✓ Generative AI Adoption Roadmap
✓ Data Quality and Availability	✓ AI Launchpad Program for rapid experimentation	✓ Technology Strategy
✓ Technology Trade-offs and Architecture	✓ Value Stream Mapping and Use Cases	✓ Data Strategy
✓ Technical Feasibility with POC	✓ POC/POV Pipeline	✓ Change Management and AI Governance
		✓ Generative AI Solution Development
		✓ Generative AI in Product and Engineering Teams

It's urgent and the time to start is now. But you know that Generative AI is not a deployment sprint. With SoftServe's experts to address your unique enterprise needs and guide you through possible adoption options, you will move past the hype and harness its benefits for your enterprise.

Learn more about SoftServe's Generative AI Lab, POVs, offerings, and partners.
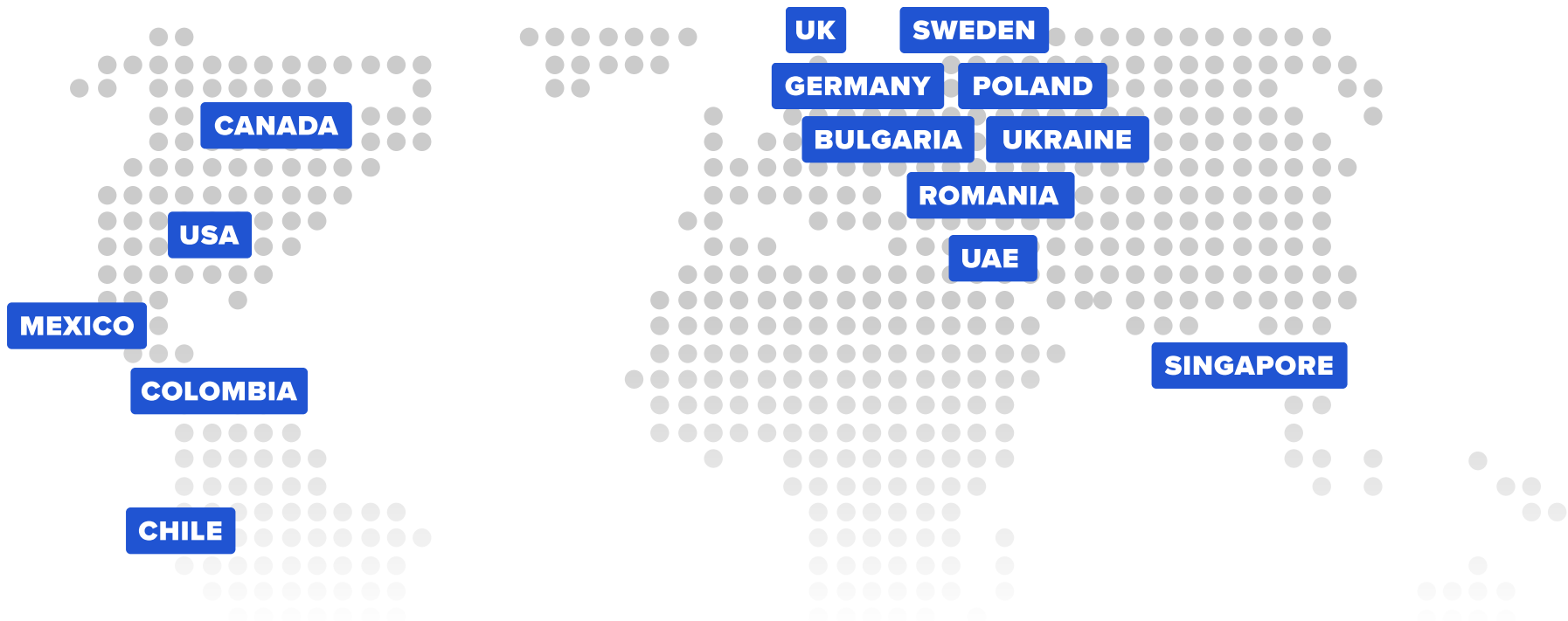Visit us at our Generative AI website page.

YOUR PARTNER FOR THE FUTURE

DIGITAL ADVISORS, SOFTWARE INNOVATORS, AND EXPERIENCE BUILDERS

30 Years of Experience   **98%** Client Retention   **14** Countries of Operation   **58** Offices Worldwide

CANADA
USA
MEXICO
COLOMBIA
CHILE

UK
SWEDEN
GERMANY
POLAND
BULGARIA
UKRAINE
ROMANIA
UAE
SINGAPORE

GOOGLE CLOUD EXPERTISE

As a Google Cloud Partner and the winner of the 2020 Google Cloud Partner of the Year Award for Machine Learning, SoftServe is committed to helping customers solve their most pressing business challenges. SoftServe utilizes Google Cloud's AI ecosystem, including tools such as Google Cloud Vertex AI and Generative AI App Builder. Learn more

120+ GCP Enabled Customers	**690+** GCP Certified Recources	**100+** Data Science Experts	**3** Anthos Fellows

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AMAZON WEB SERVICES

As an APN Premier Services Partner, SoftServe acts as an exceptional cloud guide, vastly decreasing the time to achieve cloud value. By doing so, SoftServe ensures that your AI initiatives unleash the full potential of AWS Machine Learning services, such as Amazon Bedrock and SageMaker, and that they are deployed in accordance with AWS Well-Architected best practices. Learn more

500+ AWS Certified Resources	**100+** AWS Certified Solution Architects	**50+** AWS Professional Certifications	**11** AWS Competencies

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MICROSOFT

Innovate with purpose, rationalize costs, and drive efficiencies with Microsoft Azure's open and flexible cloud computing platform. Leverage Azure OpenAI and Machine Learning services to deliver next-generation AI solutions. As a Gold Microsoft Partner, SoftServe enables your business to build and deploy on your terms — both today and in the future. Learn more

250+ Azure Certified Professionals	**19+** Years as a Microsoft Partner

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NVIDIA

As an NVIDIA Service Delivery Partner, SoftServe harnesses NVIDIA's cutting-edge technologies, like GPU-accelerated compute infrastructure, to deliver robust AI solutions. Leveraging NVIDIA's NeMo Service, SoftServe streamlines the development of Generative AI products, driving rapid digital transformation. Learn more

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DEEP TECHNOLOGY EXPERTISE IN AI/ML

HUMAN-FIRST APPROACH TO DESIGNING EFFECTIVE EXPERIENCES

INDUSTRY EXPERTISE AND PARTNERSHIPS WITH CLOUD SOLUTIONS PROVIDERS

LET'S TALK