

The background features a dark blue gradient with large, overlapping, semi-transparent shapes in shades of purple, pink, and orange, creating a dynamic, abstract design.

# AWS re:Invent

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TRV303

# Build a digital concierge for travelers and guests with Generative AI

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(she/her)

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# Agenda

Art of the possible in travel

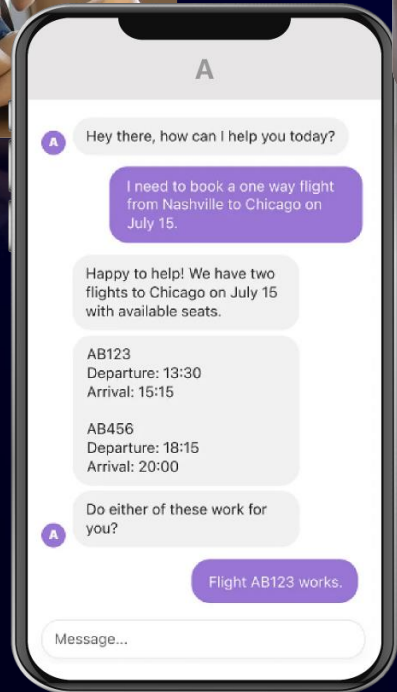
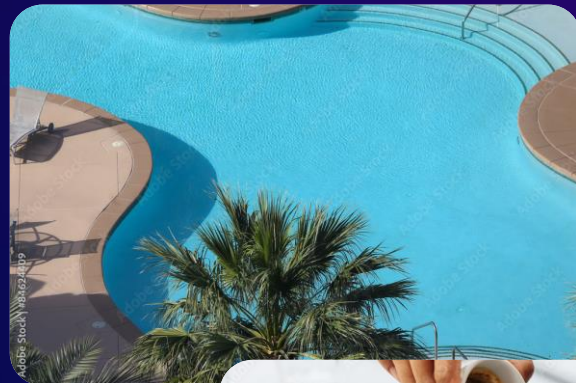
How to use Generative AI

Architecture

Demo

Key takeaways

# Imagine a day when . . .



# Business case for a digital concierge

- What is a concierge?
- How can we bridge with the digital world?
- How can travel and hospitality companies and their travelers or guests benefit?

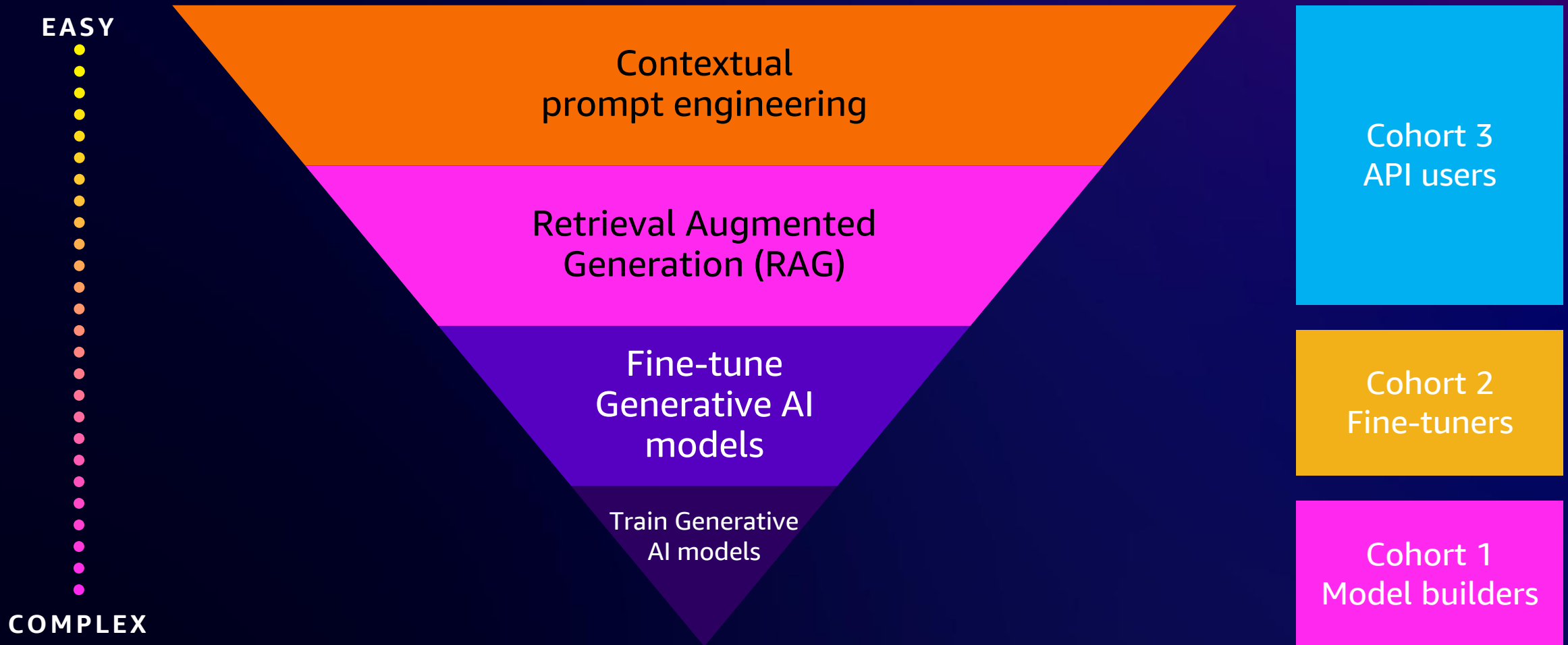
# Unlocking the potential of Generative AI

- Converse in natural language
- Interact with a user like a virtual assistant
- Generic, as needed. No need to train and manage specific models
- Add personalization and customization for each customer
- Scale to tens of thousands of customers

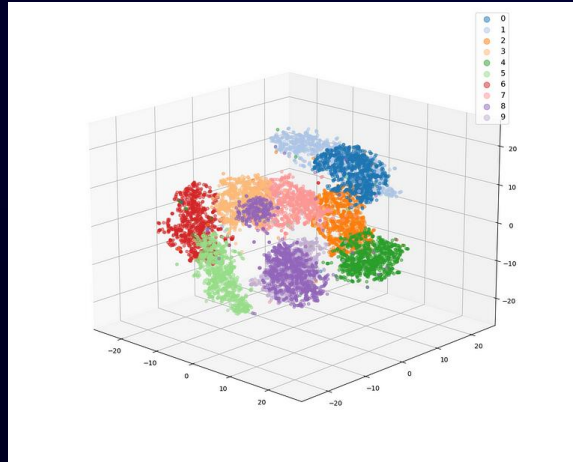
# Generic responses



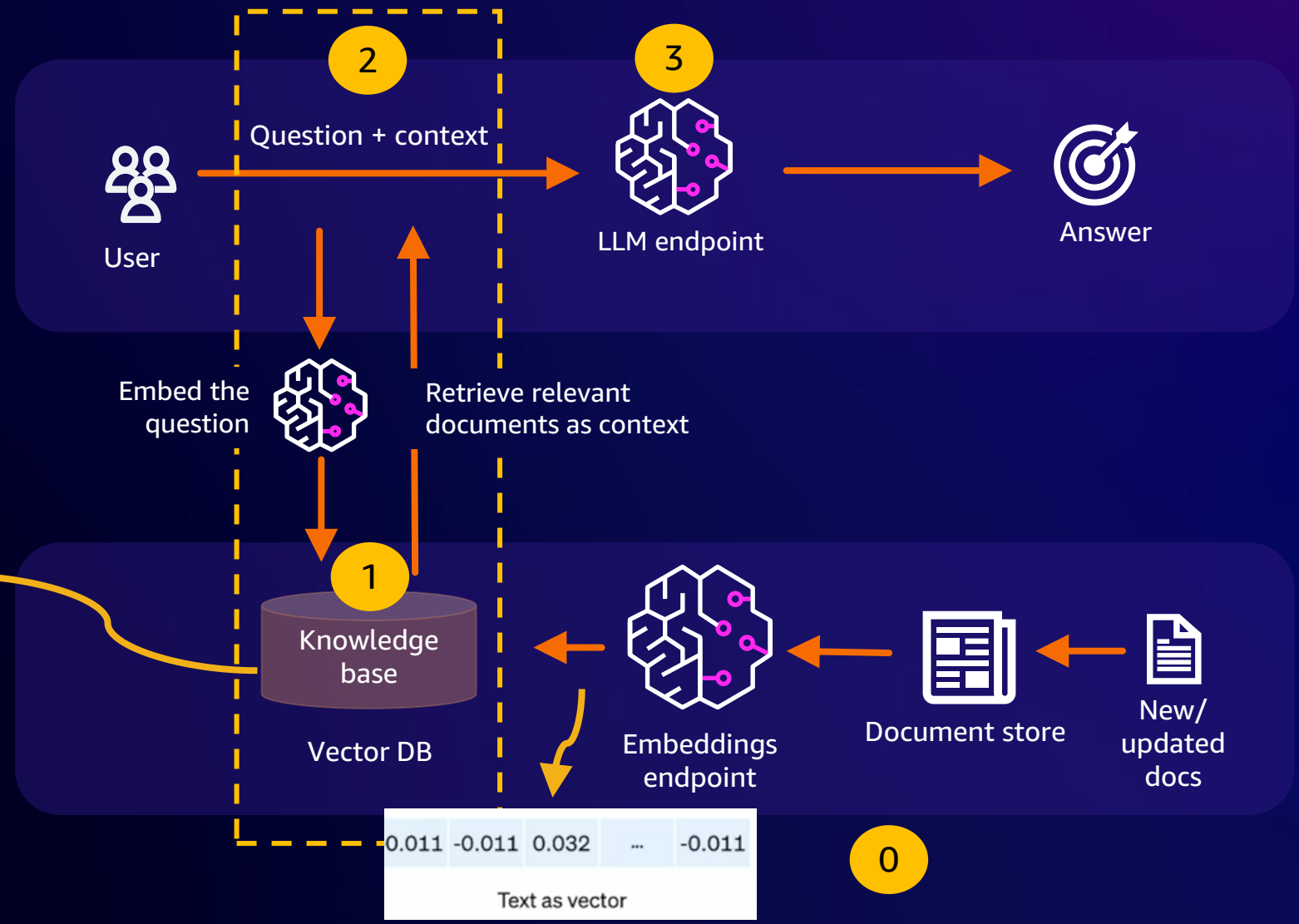
# LLM customization patterns and skills required



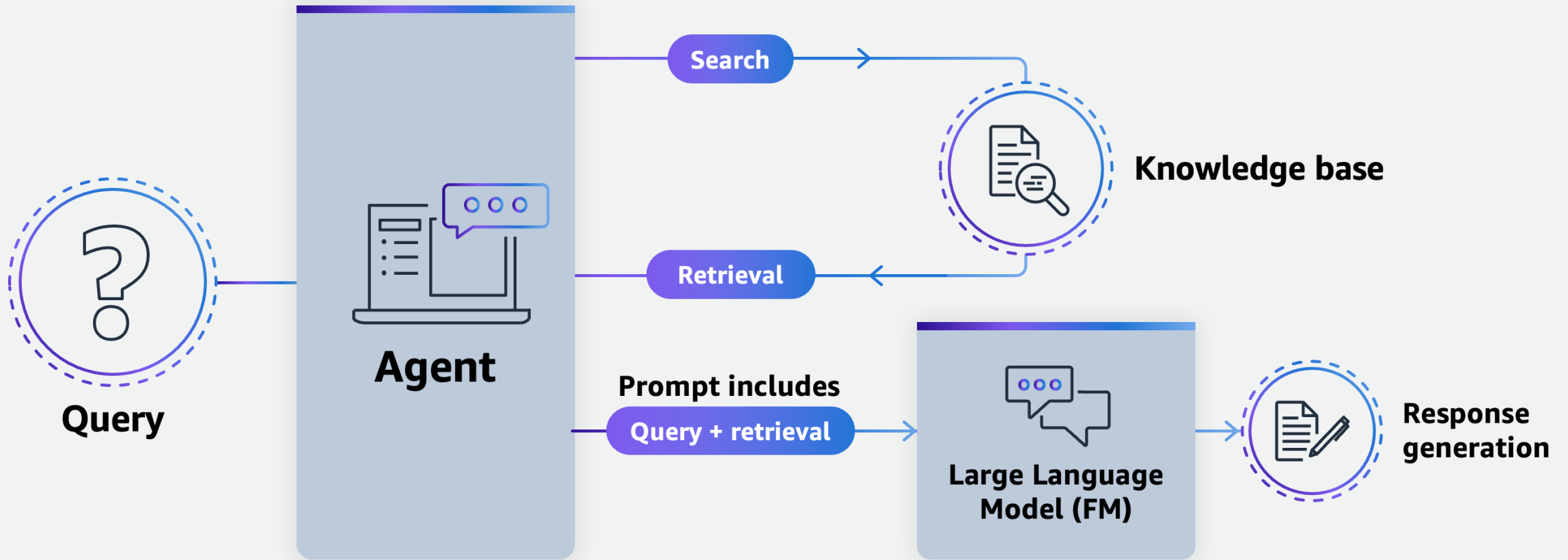
# RAG – Retrieval Augmented Generation



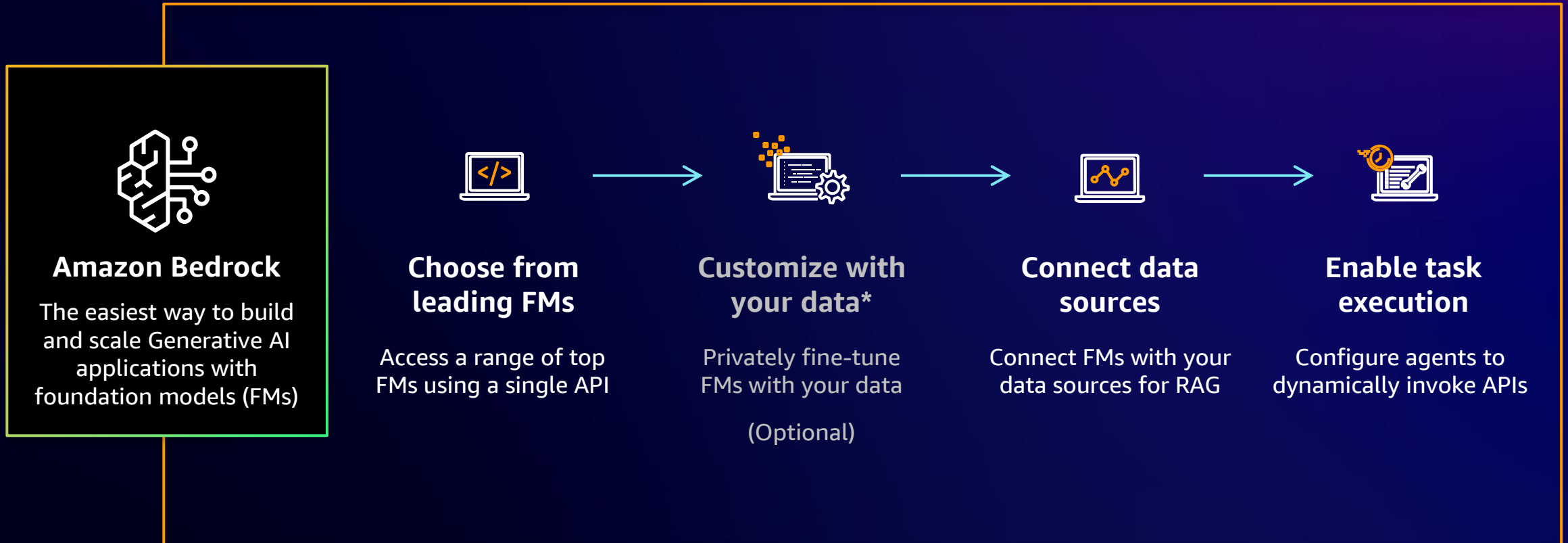
Embedding Chunk 1				
-0.011	-0.011	0.032	...	-0.011
Embedding Chunk 2				
-0.011	-0.011	0.032	...	-0.011
...				
Embedding Chunk n				
-0.011	-0.011	0.032	...	-0.011



# Demo high-level architecture



# Demo components: Amazon Bedrock



\*Your data is not used for service improvements and is not shared with third-party model providers

# Demo



# Concepts

**Learning → Weights**

**Prompt/Prompt engineering**

**Tuning / Few-shot learning**

**Prompt template**

**Context**

**Examples**

**Task**

**Output**

**Frameworks**

**Agents for Amazon Bedrock**

**LangChain**

**LlamaIndex**

**Agents**

**Tools**

**Chains**

**Memory**

# Key takeaways

- A digital concierge can scale and provide better customer service
- Providing Generative AI with business context makes it more valuable
- Agents will allow Generative AI solutions to interact with external services
- Start small and expand with more features

# Questions?



# Thank you!

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