

The background features a vibrant, multi-colored gradient. It starts with a dark blue on the left, transitions through purple and magenta, and then into bright orange and yellow towards the right. A diagonal line separates the darker blue/purple area from the lighter orange/yellow area.

AWS
re:Invent

TRH302

Turn Travel and Hospitality call centers into profit centers

Sekhar Mallipeddi

Worldwide Technical Leader, Travel
Amazon Web Services

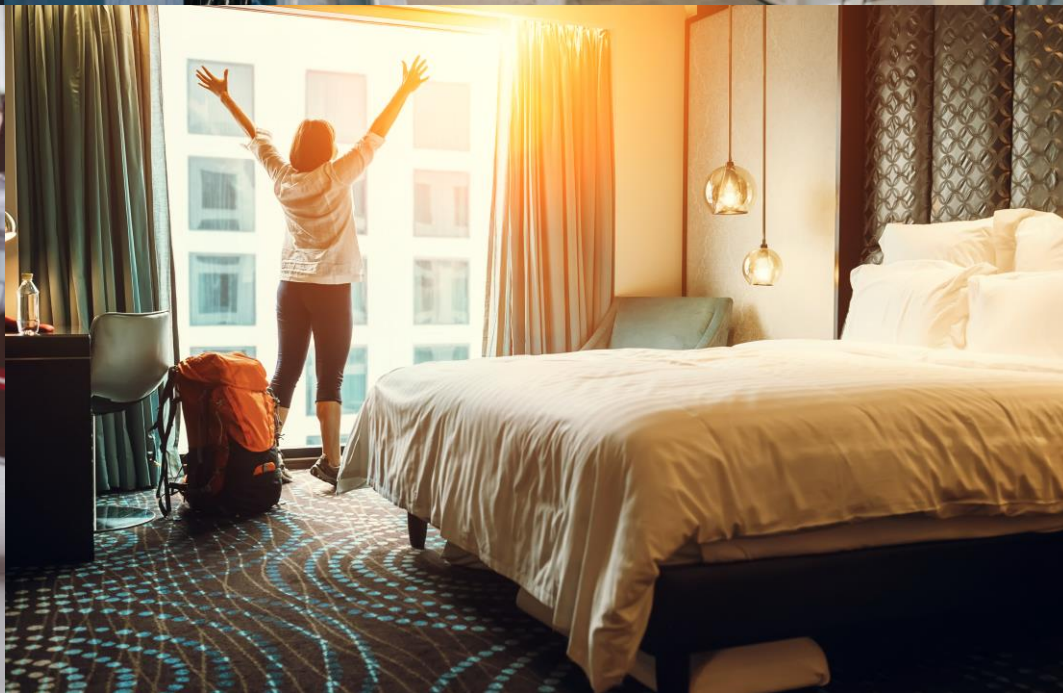
Karthik Sonti

Sr. Solutions Architect
Amazon Web Services

Agenda

1. About Travel and Hospitality (T&H) vertical in AWS
2. T&H call center goals and objectives
3. Architecture patterns
4. Q&A

T&H vertical in AWS



Travel and Hospitality

Enable digital transformation to deliver enhanced customer experiences and operational efficiency with Amazon Web Services.

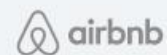
[Contact Sales](#)

The travel and hospitality industry is transforming. Airplanes are traveling further. Restaurants forecast how busy they'll be. Travelers are passing through airports more seamlessly. Food delivery marketplaces are going global, faster. Hotel rooms connect to guests' favorite music. In a fast-paced industry, companies are innovating rapidly. And AWS is how.

Some of the world's top travel and hospitality companies have chosen to go "all-in" on AWS including Airbnb, Choice Hotels, DoorDash, Dunkin' Brands, Expedia Group, Korean Air Lines, Qantas Airways, Ryanair and Trainline. That's because AWS has the most services, deepest capabilities, and fastest rate of innovation in the cloud. Companies can take advantage of the agility and scalability of the AWS Cloud to reduce costs and innovate faster. Travel and hospitality leaders are gaining a competitive edge, utilizing AWS services to enable enhanced customer experiences and operational efficiency.



Leading Travel and Hospitality Companies Build on AWS



avis budget group



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KOREAN AIR

QANTAS

RYANAIR

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SYSCO

TUI GROUP

UNITED

AWS T&H charter



Enhance customer experiences

To win customers and their loyalty, travel and hospitality companies seek to provide differentiated experiences that are tailored and memorable

- **Personalization:** Increase guest engagement and sales through relevancy
- **Connected experiences:** Enhance guest satisfaction through seamless experiences
- **Customer service:** Increase loyalty and revenue with best-in-class customer service



Increase operational efficiency

Whether a hotel or restaurant building, equipment, vehicles, or people, Travel and Hospitality companies want to optimize their assets

- **Optimize core operations:** Gain insights to get more out of assets
- **Reduce IT costs:** Lower costs and complexity and increase innovation

T&H call center goals & objectives

T&H call center goals & objectives

Goals

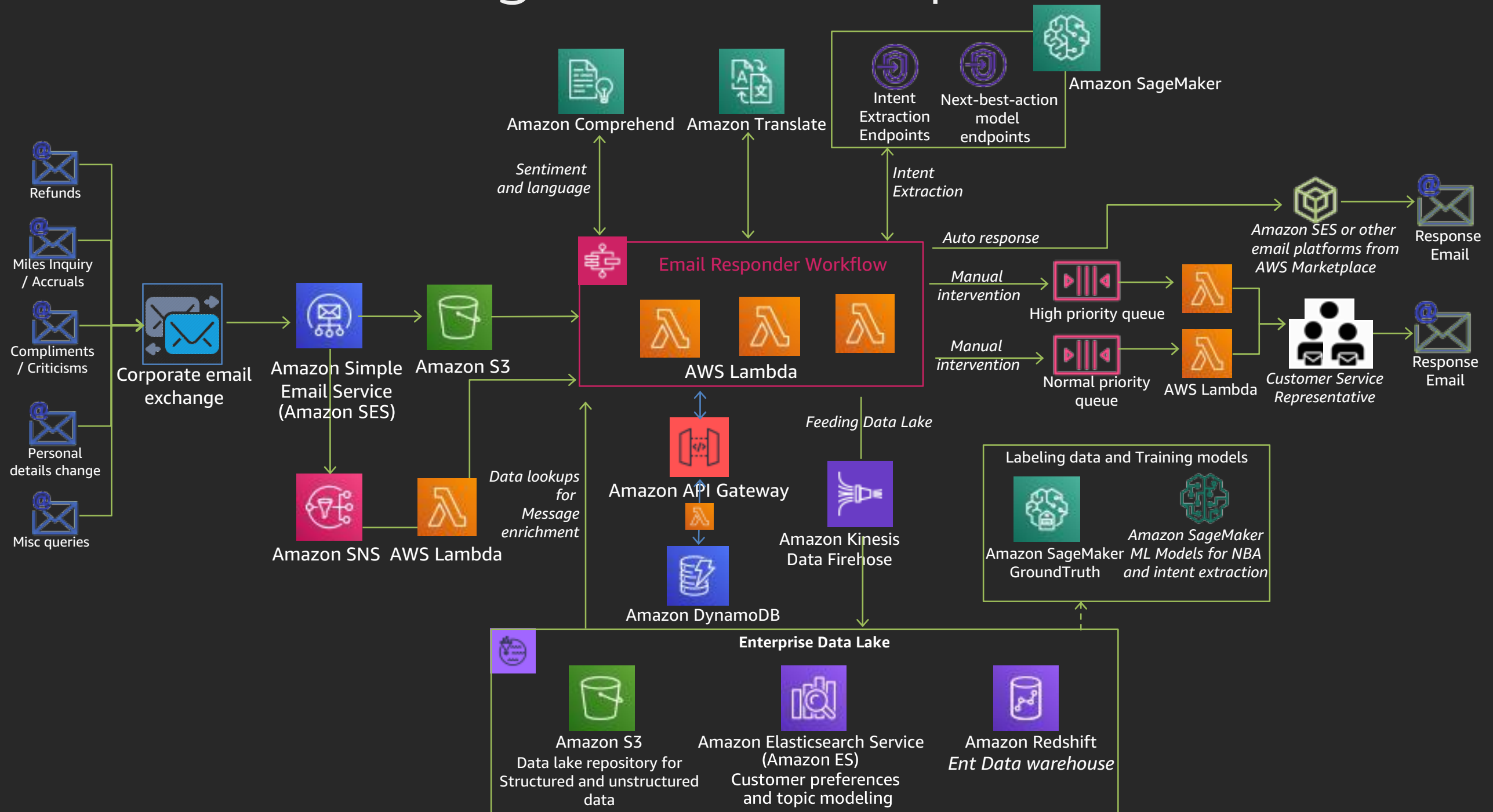
- Reduce operating cost of call centers
- Improve customer experience and build brand loyalty
- Improve agent experience

Objectives

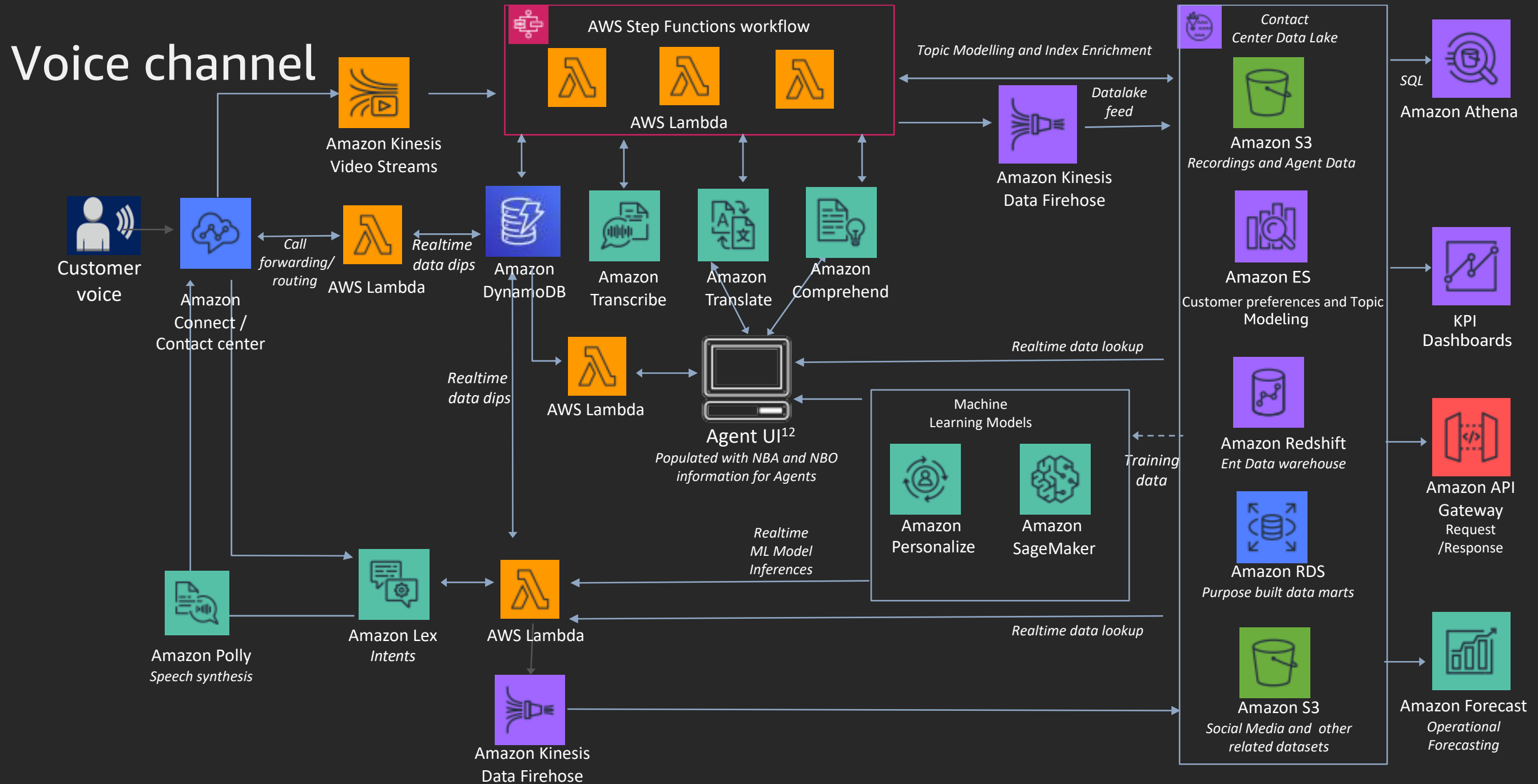
- Reduce call wait & call handling times
- Reduce email response times and improve agent productivity
- Identify service issues and expedite/personalize service recovery
 - Re-accommodation for missed connections/cancellations
 - Hotel accommodations and meals for missed connections/cancellations
 - Baggage reconciliation in case of bags separation/lost bags compensation
 - Hotel reservation changes

Architecture patterns

AI/ML-based intelligent email responder

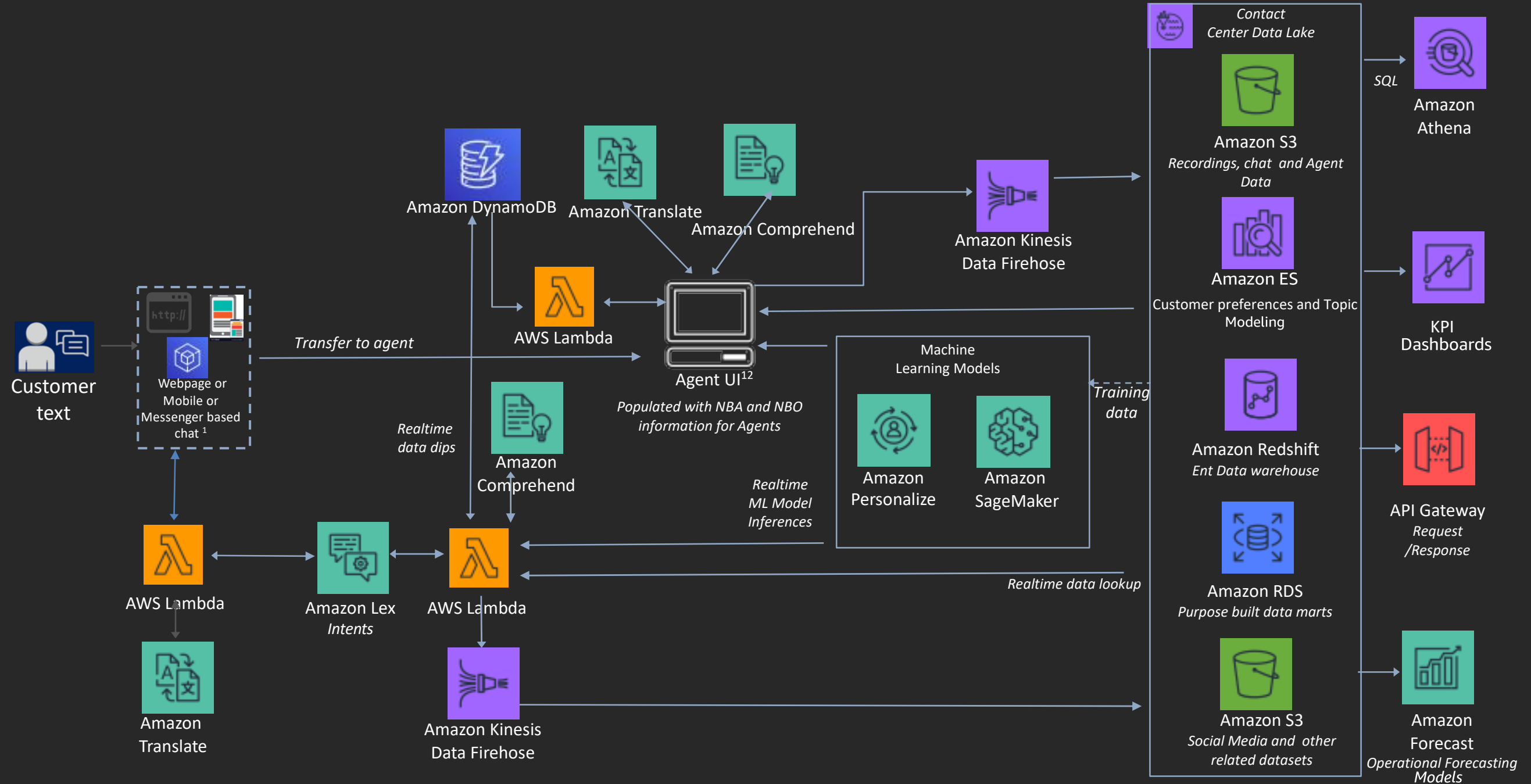


Live agent and agentless service optimization

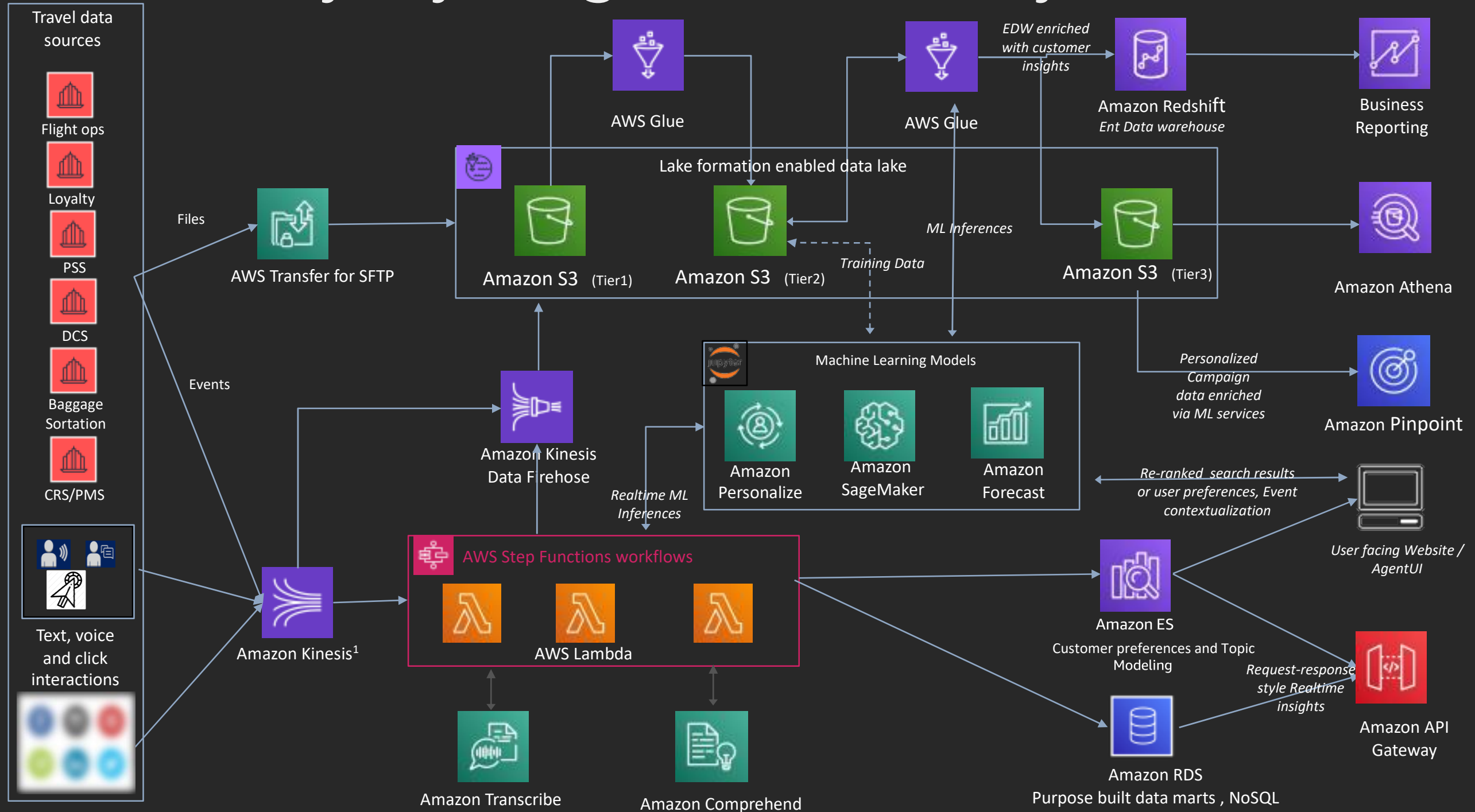


Live agent and agentless service optimization

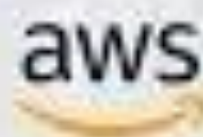
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Customer loyalty insights enabled by data lake

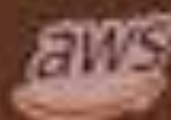


Video



YASSER EL-HAGGAN

Worldwide Technical Leader, Amazon Connect



Q&A

AWS T&H resources

Be sure to check your chairs for an offer from our friends at Audible and a Travel and Hospitality sticker



Travel and
Hospitality

Learn more at aws.com/travel
[Travel Reference Architectures](#)

Thank you!

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