AWS re:Invent

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TRV304

Build brand loyalty with guest experience transformation

SriHari Thotapalli
Worldwide Technology Leader, Hospitality
Amazon Web Services

Nicola Pietroluongo
Senior Solutions Architect
Amazon Web Services

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Agenda

Intro to AWS's travel and hospitality (T&H) practice

Personalization of customer journey and experience

Solution patterns

Q&A

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Introduction to AWS travel and hospitality

AWS team dedicated to travel and hospitality – And making you successful

aws travel and hospitality

Industry expertise and focus

Best practices from other industry customers

Industry-specific solutions

aws

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Select AWS travel and hospitality customers

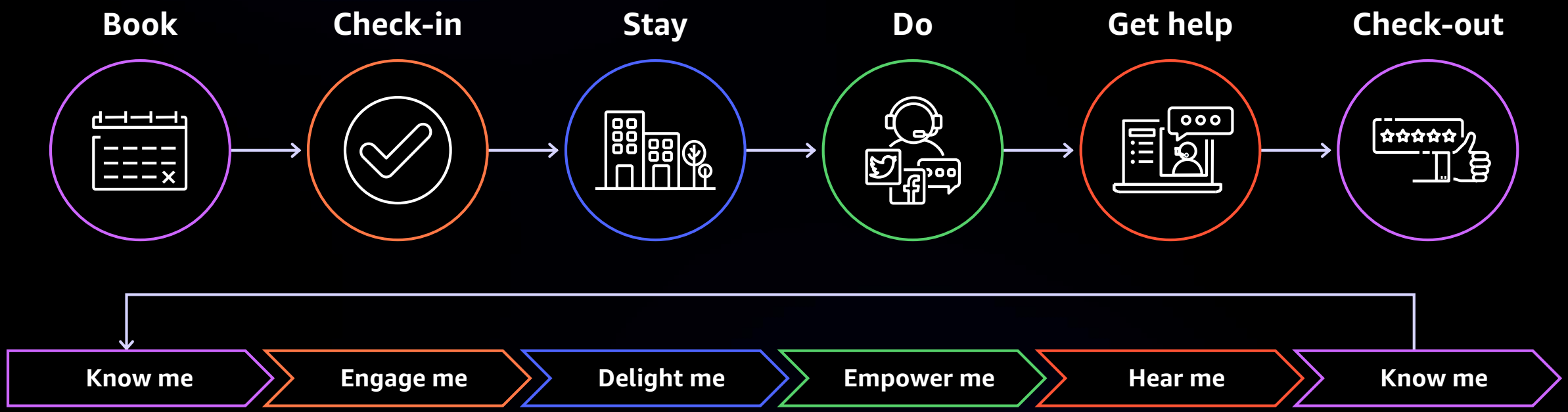


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Customer journey and expectations

Journey stage



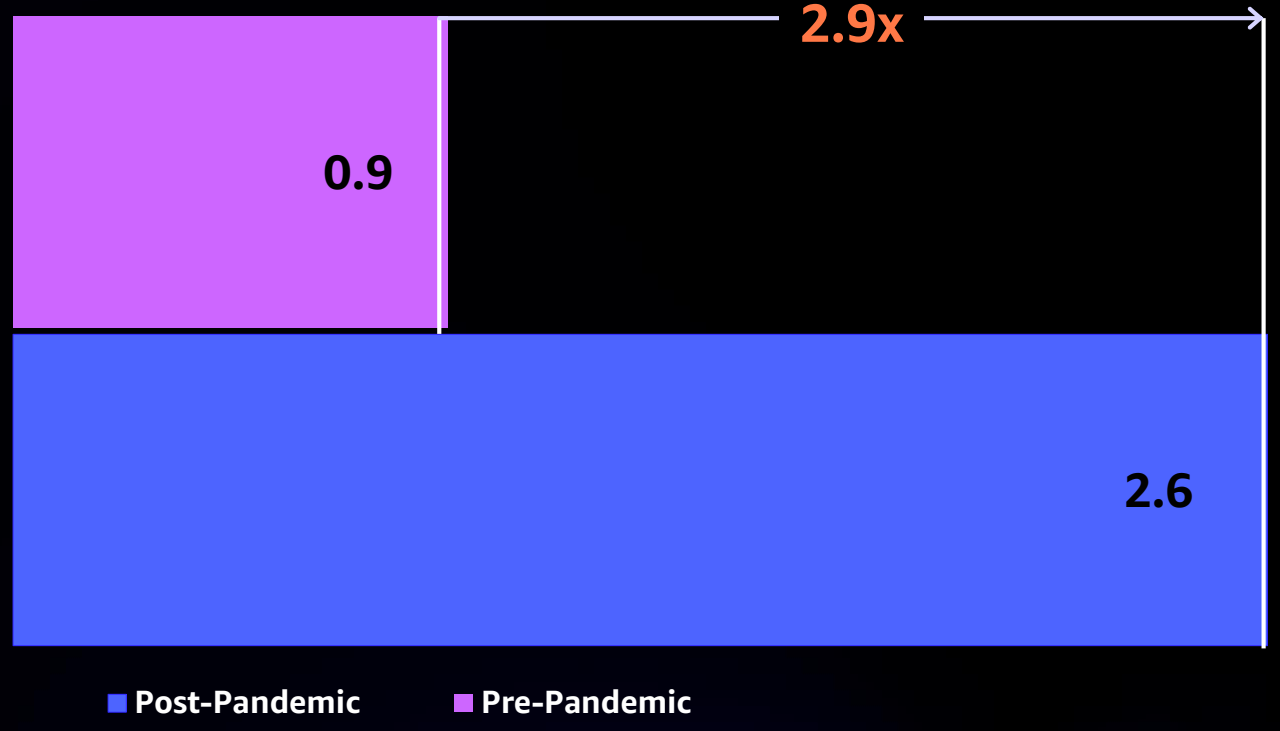
Customer expectations

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Customer experience

AIRLINES

Air travel complaints comparison, monthly average, per 100,000 enplanements[1]



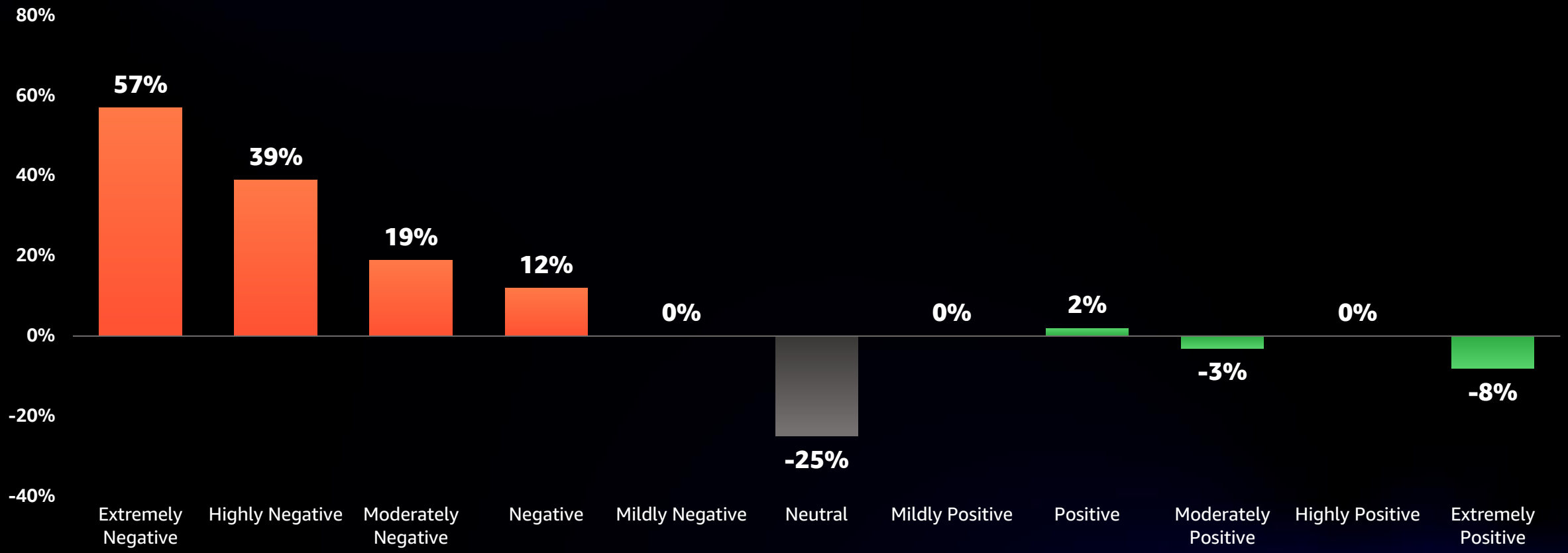
1. Skift-McKinsey Research report: https://skift.com/2021/09/22/rebooting-customer-experience-bring-back-magic-of-travel/

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Customer experience

HOTELS

Intensity of hotel review sentiment pre- and post-COVID-19, % change[1]



1. Skift-McKinsey Research report: https://skift.com/2021/09/22/rebooting-customer-experience-bring-back-magic-of-travel/

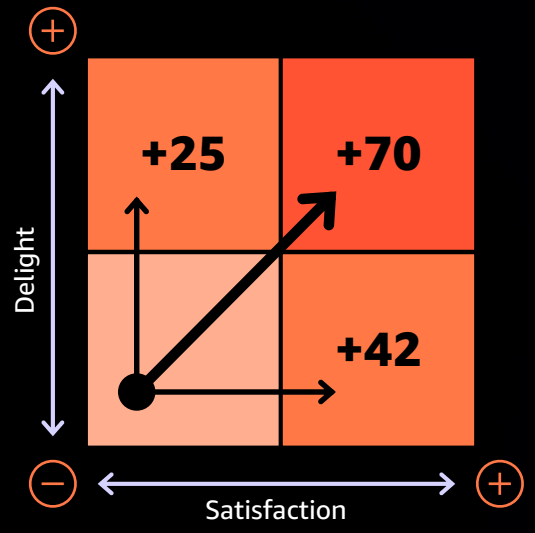
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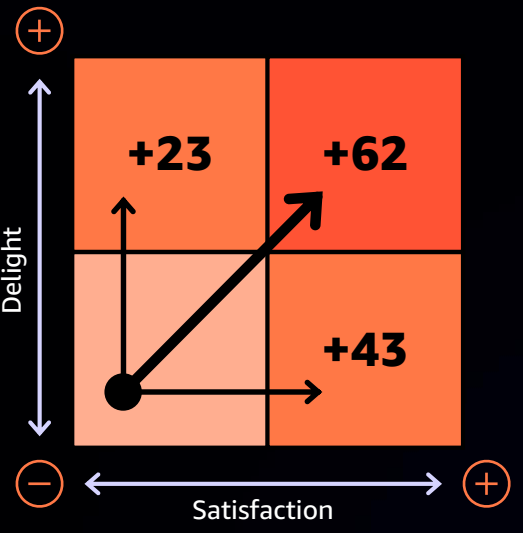
Personalization is key to success

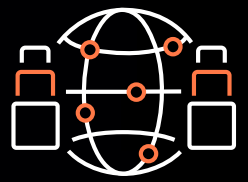
Delighting and satisfying customers contributes to net promoter score (NPS) and loyalty uplift

Net promoter score
Points difference to baseline



Re-usage intention
Percentage point difference to baseline





"As travel volumes increase and business travelers return, there is potential for a wave of customer dissatisfaction—at a time when loyalty is up for grabs."

—McKinsey + Skift Research Report (https://skift.com/2021/09/22/rebooting-customer-experience-bring-back-magic-of-travel/)

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The case for personalization

Solutions

- Omni-channel personalized experience
- Social sentiment monitoring
- Predict future spending behavior

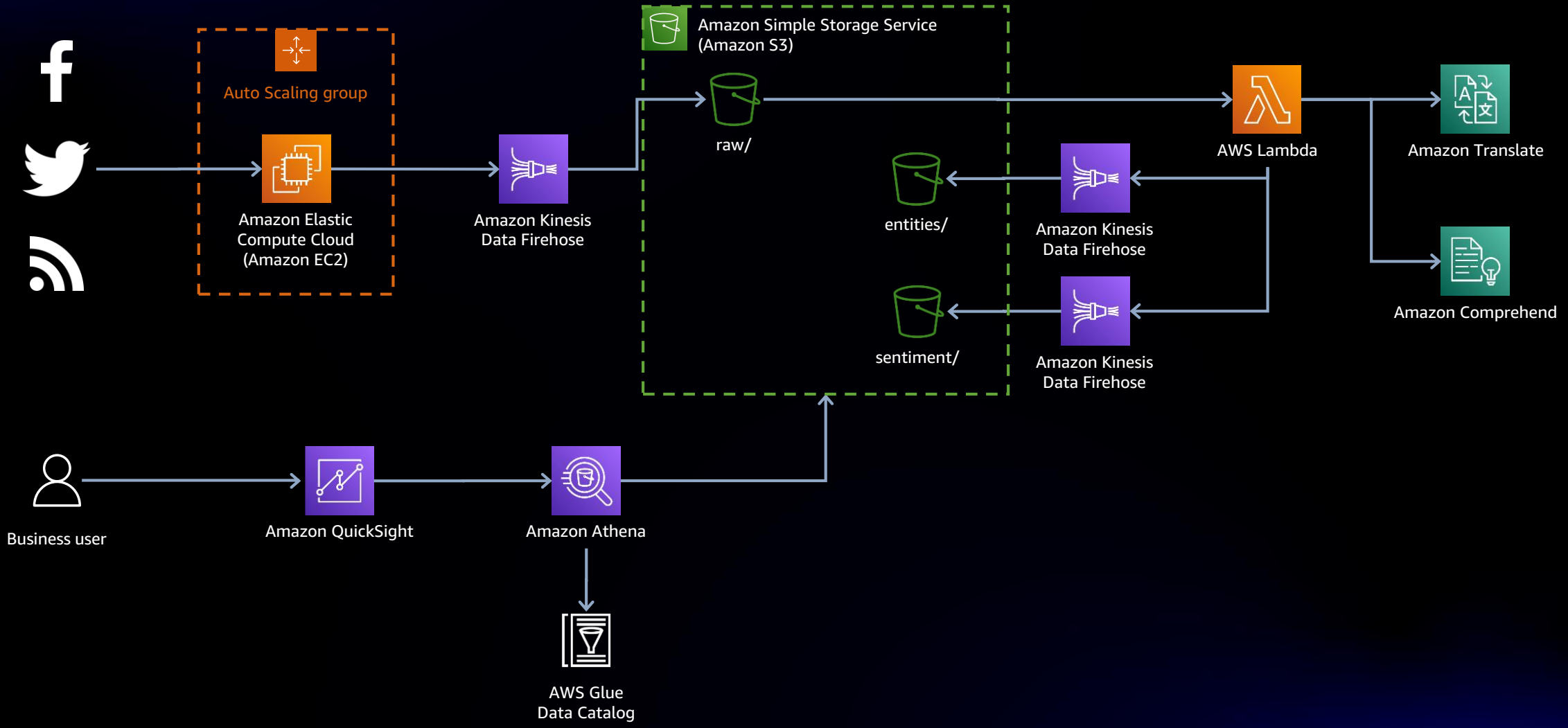
Benefits

- 28 points NPS increase[1]
- 2.0x growth[2]
- 15% cost advantage from increased operational efficiencies[2]

References:
1. Skift-McKinsey Research report: https://skift.com/2021/09/22/rebooting-customer-experience-bring-back-magic-of-travel/
2. Bain & Company NPS & Loyalty: https://www.bain.com/consulting-services/customer-strategy-and-marketing/customer-loyalty/



Social sentiment monitoring

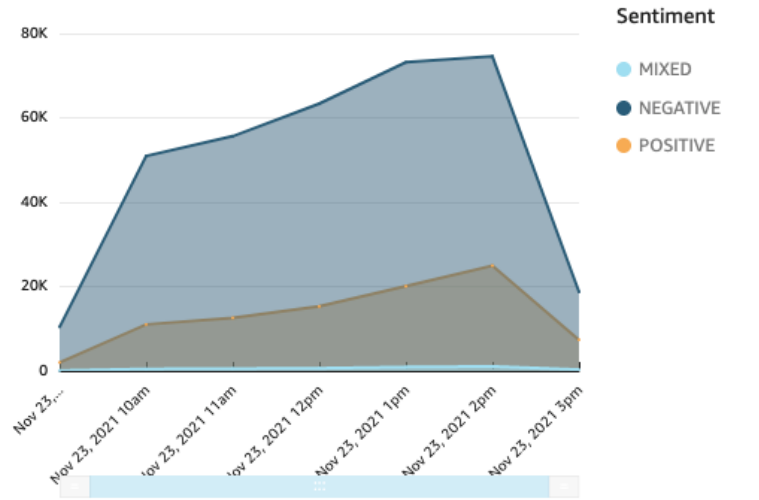


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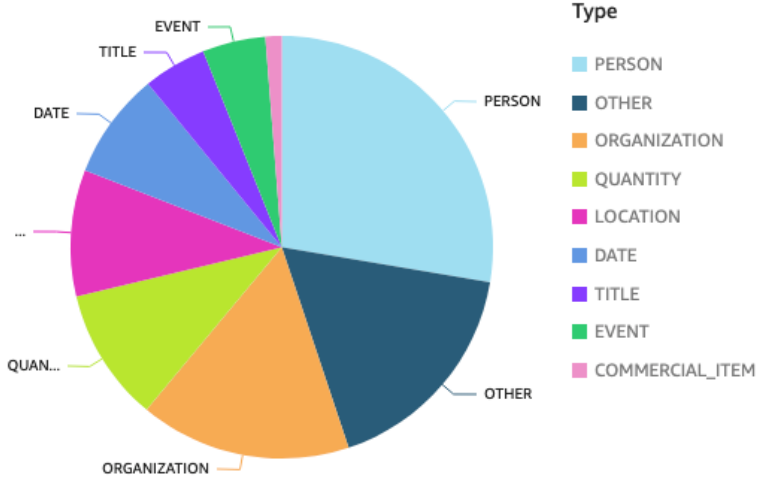
QuickSight

Undo | Redo | Reset | SentimentAnalysisDemo | Export | Data | Save as | Share | Alerts

Count of Records by Timestamp_in_seconds and Sentiment

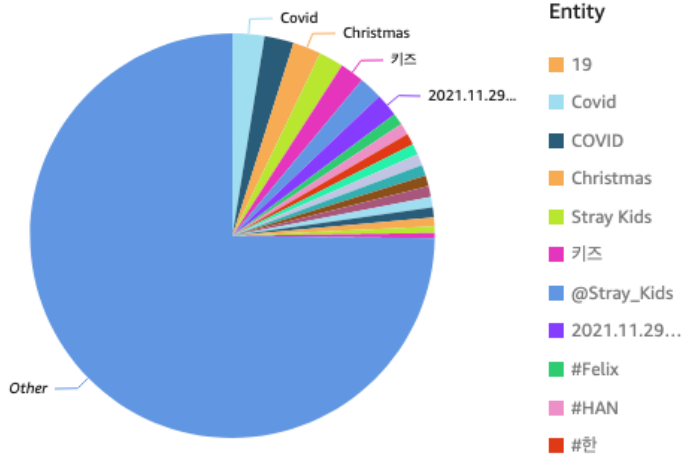


Count distinct of Tweetid by Type



Count of Entity by Entity

SHOWING TOP 20 IN ENTITY

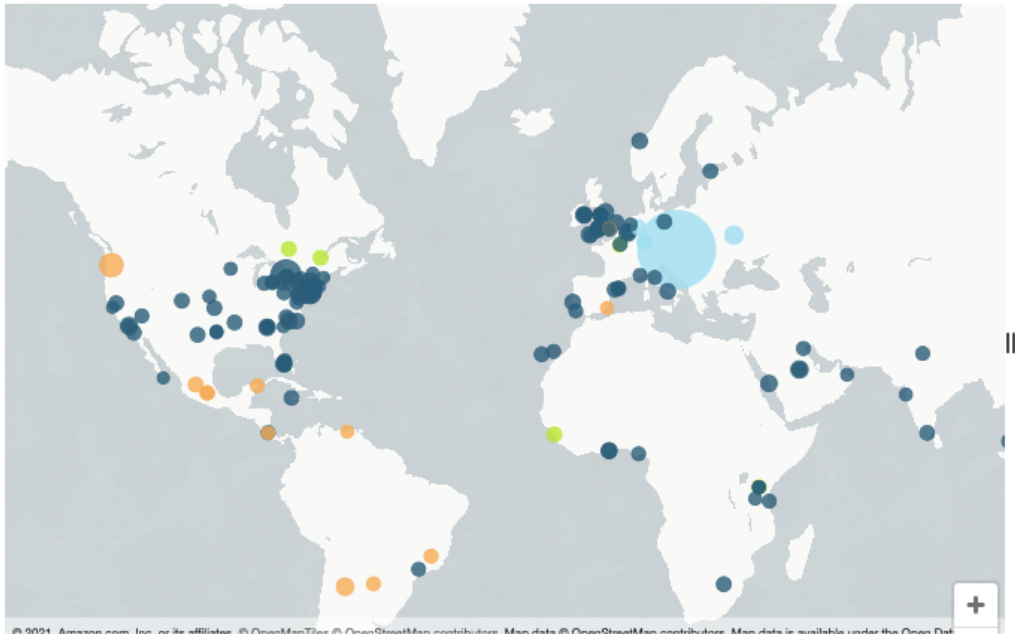


Text, Originaltext, and Language

language	text	originaltext
fr	!!!!! #URGENT #Alerte Effective #covid treatment!!!! #RT #APPEL to ...	!!!!! #URGENT #Alerte Traitement contre la #covid e
es	!!!!! can't be!!!! deserves the nobel prize for ecology, peace and medi...	!!!!! no puede ser!!!! merece el premio nóbel de ecol
de	! B graphic on door. 4 heads with different “Covid types”: 1: wears it...	!B Grafik an Tür. 4 Köpfe mit unterschiedlichen „Co
es	! Music! Chill Train Trip | Be in Harmony Enjoy | Activate your sub... ...	!Música! Viaje Chill en Tren | Estar en Armonía Disfr
fr	"@JeanCASTEX proves that the pass is a great tool to intensify the ...	" @JeanCASTEX prouve que le pass est un formida
fr	"These numbers are barely credible because they are so low. Howev...	" Ces chiffres sont à peine crédibles tellement ils sc
de	"is expected to have approximately 6 times the burden of illness so...	" mit ungefähr der 6-fachen bisherigen Krankheits
fr	"Tema the name of the bugs in the Princess of Cleves, you read the ...	" tema le nom des bougs dans la princesse de cleve
de	"" """""""""" against the Covid certificate lol, as if any of those had ...	""""Geimpfte"""" gegen das Covid-Zertifikat lol, al
es	"" The iconic California Hotel": c'est le nom de ta sextape! 💥 @Roy...	""El icónico Hotel California" : c'est le nom de ta se
de	"#KV #Berlin: #Ungeimpfte #Covid19 - #Patienten should pay" ... S...	"#KV #Berlin: #Ungeimpfte #Covid19-#Patienten s
es	"#Salud #Noticias: They see reengineering needed in COVID-19 test...	"#Salud #Noticias: Ven necesaria reingeniería en pr
fr	"#positif in Covid-19, Jean #CastexPositif presents “mild symptoms...	"#positif au Covid-19, Jean #CastexPositif présente
fr	"+Orgenesis+ signs the acquisition of Koligo to obtain COVID-19 ce...	"+Orgenesis+ signe le rachat de Koligo pour obteni
fr	"- I am negative for Covid!" https://t.co/CyTDB6f9SB	"- Je suis négatif au Covid !" https://t.co/CyTDB6f9
es	"... the Janssen vaccine that did NOT offer protection against hospit...	"...la vacuna de Janssen que NO ofrecía una protec

Count of Language by Lon, Lat, and Language

SHOWING TOP 157 IN LON, LAT AND TOP 4 IN LANGUAGE



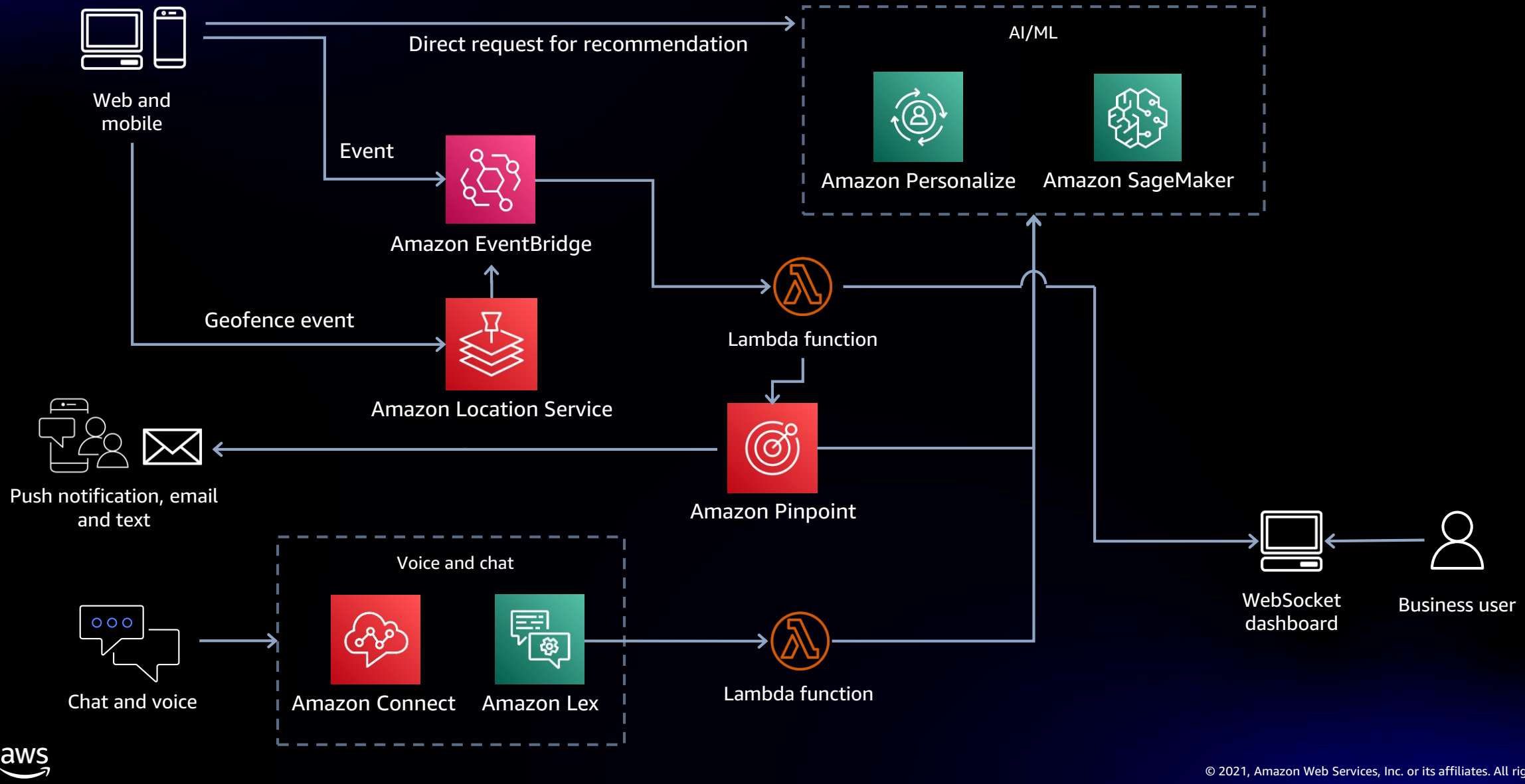
Social sentiment monitoring



Username: reinvent
Password: Reinvent2021

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Omni-channel personalized experience



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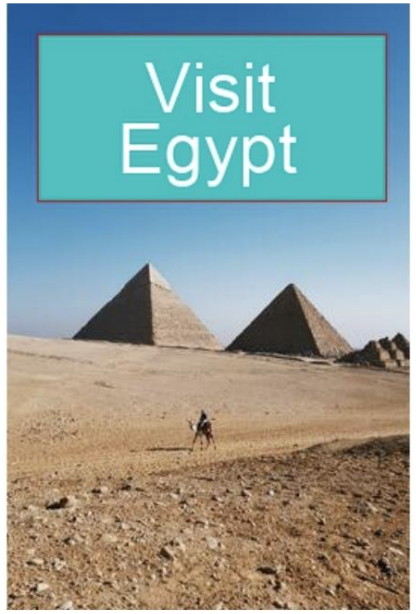
RETAIL DEMO STORE

Shop

Shopper:
Shane - 37 years - Male
Books, Apparel, Homedecor

1

Books



Visit Egypt

★★★★★

Price: **$11.99**

Items currently in stock: 9

Qty: 1 | Add to Cart

Plan your next trip with this essential reference book on Egypt

Compare similar items

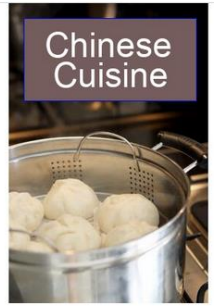


Visit Sweden



Visit Ch





Chinese Cuisine

DEMO GUIDE

Learn more about this demo

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RETAIL DEMO STORE

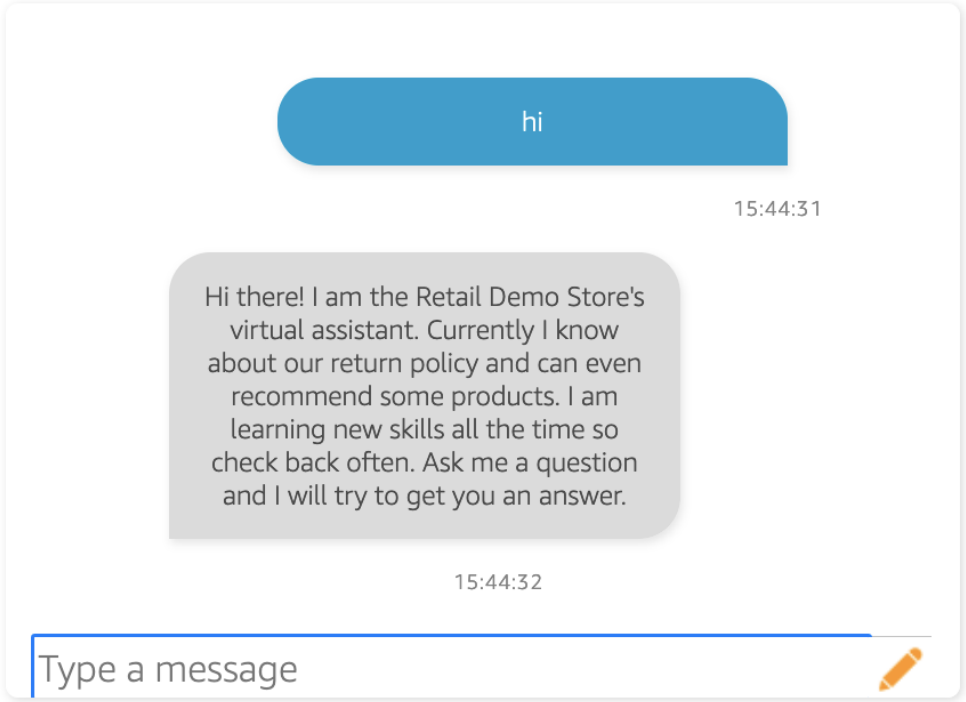
Shop

Shopper:
Shane - 37 years - Male
Books, Apparel, Homedecor

1

Customer Support

Support available 24/7/365. For immediate assistance please ask a question using the form below and our virtual assistant will direct your request.



RETAIL DEMO STORE

Shop

Shopper:
Shane - 37 years - Male
Books, Apparel, Homedecor

1

Continue Shopping

(1) item in your cart shopping cart



Visit Greece

Price: **$12.99**

− 1 + Delete

Summary (1) item

Your Total: $12.99

Checkout

Trigger Abandoned Cart email

Yes, I'd like Amazon Web Services (AWS) to share information about the Retail Demo Store, including Amazon Pinpoint, with me by email.

Learn more about the abandoned shopping cart email notifications
powered by Amazon Pinpoint

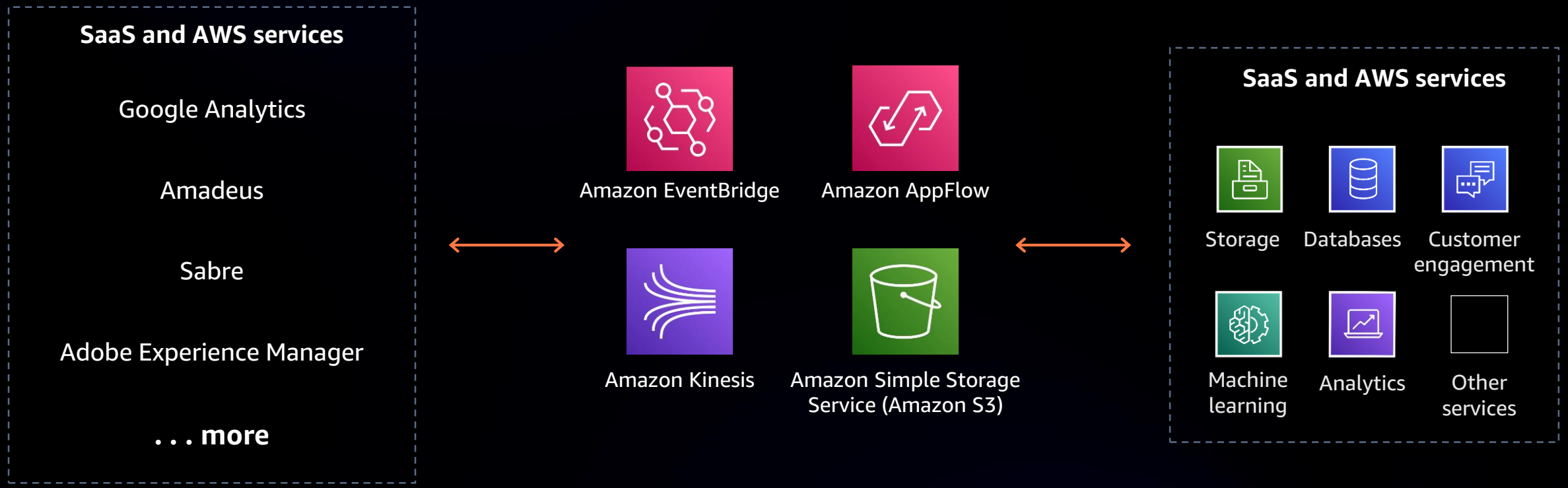
Omni-channel personalized experience



Username: demo
Password: Reinvent2021!

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Transfer data between SaaS and AWS



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Additional resources

THESE ARE TRAVEL AND HOSPITALITY INDUSTRY RESOURCES

Personalization using AI/ML for airlines (https://d1.awsstatic.com/architecture-diagrams/ArchitectureDiagrams/personalization_ai-ml-travel_ra.pdf)
Personalize and improve customer experience for air travelers

Personalization using AI/ML for lodging (https://d1.awsstatic.com/architecture-diagrams/ArchitectureDiagrams/personalization_ai-ml-lodging_ra.pdf)
Personalize and improve customer experience for hotel guests

Omnichannel personalization with Amazon Personalize (https://aws.amazon.com/blogs/machine-learning/omnichannel-personalization-with-amazon-personalize/)
Personalized recommendations across web, mobile, SMS and voice channels

AI-driven social media dashboard (https://aws.amazon.com/solutions/implementations/ai-driven-social-media-dashboard/)
Deepen brand awareness by analyzing social media interactions

Travel and hospitality reference architectures (https://aws.amazon.com/whitepapers/?whitepapers-main.sort-by=item.additionalFields.sortDate&whitepapers-main.sort-order=desc&awsf.whitepapers-content-type=content-type%23reference-arch-diagram&awsf.whitepapers-tech-category=*all&awsf.whitepapers-industries=industry%23hospitality%7Cindustry%23travel&awsf.whitepapers-business-category=*all&awsf.whitepapers-global-methodology=*all)
Well-architected patterns for industry use cases

Learn more at aws.com/travel

aws

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Thank you!

Nicola Pietroluongo
npietrol@amazon.com

SriHari Thotapalli
sriht@amazon.com

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