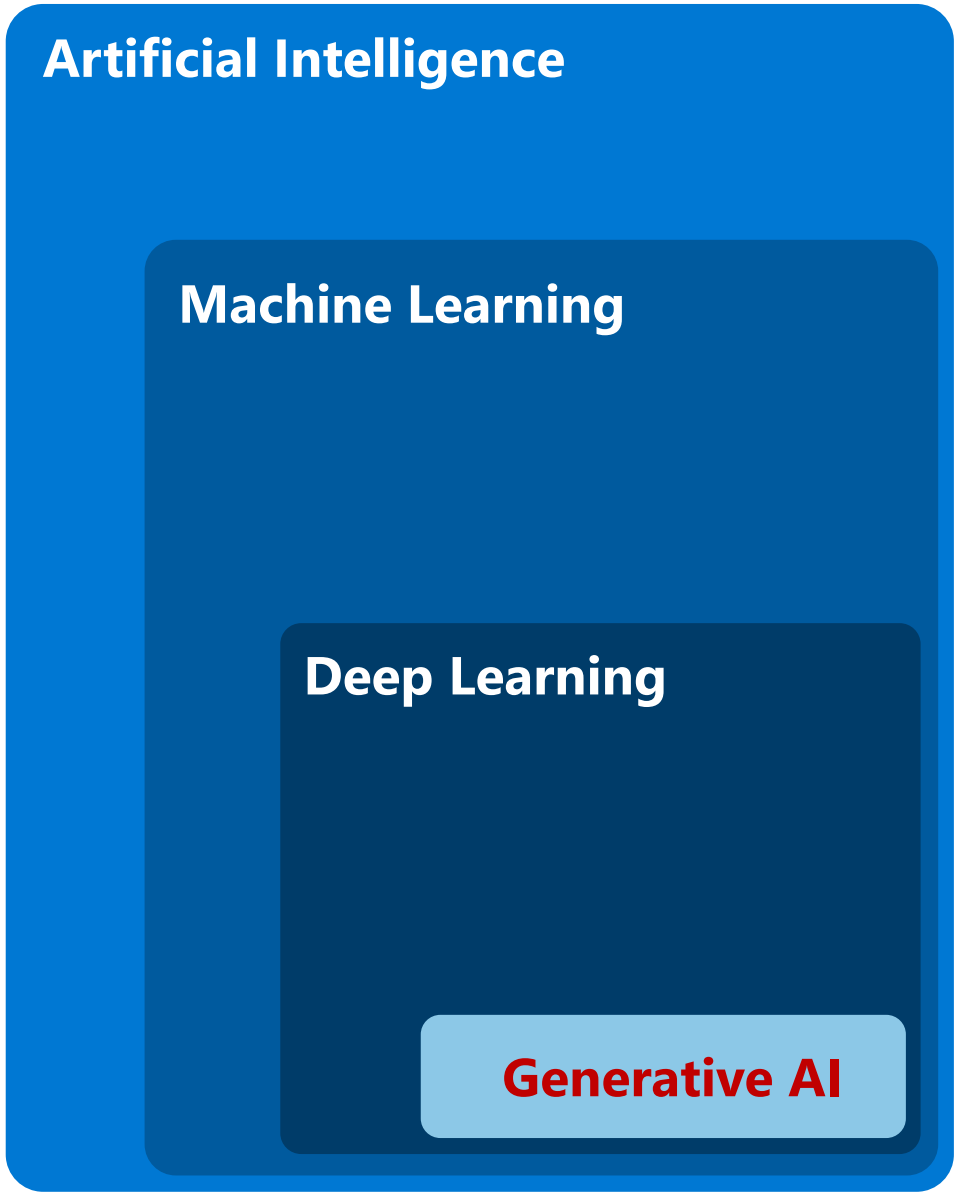
How Generative AI transforms the Travel & Hospitality industry

Le Nhan Tam, Ph.D.
CTO, Microsoft Vietnam



Artificial Intelligence

the field of computer science that seeks to create intelligent machines that can replicate or exceed human intelligence

Machine Learning

subset of AI that enables machines to learn from existing data and improve upon that data to make decisions or predictions

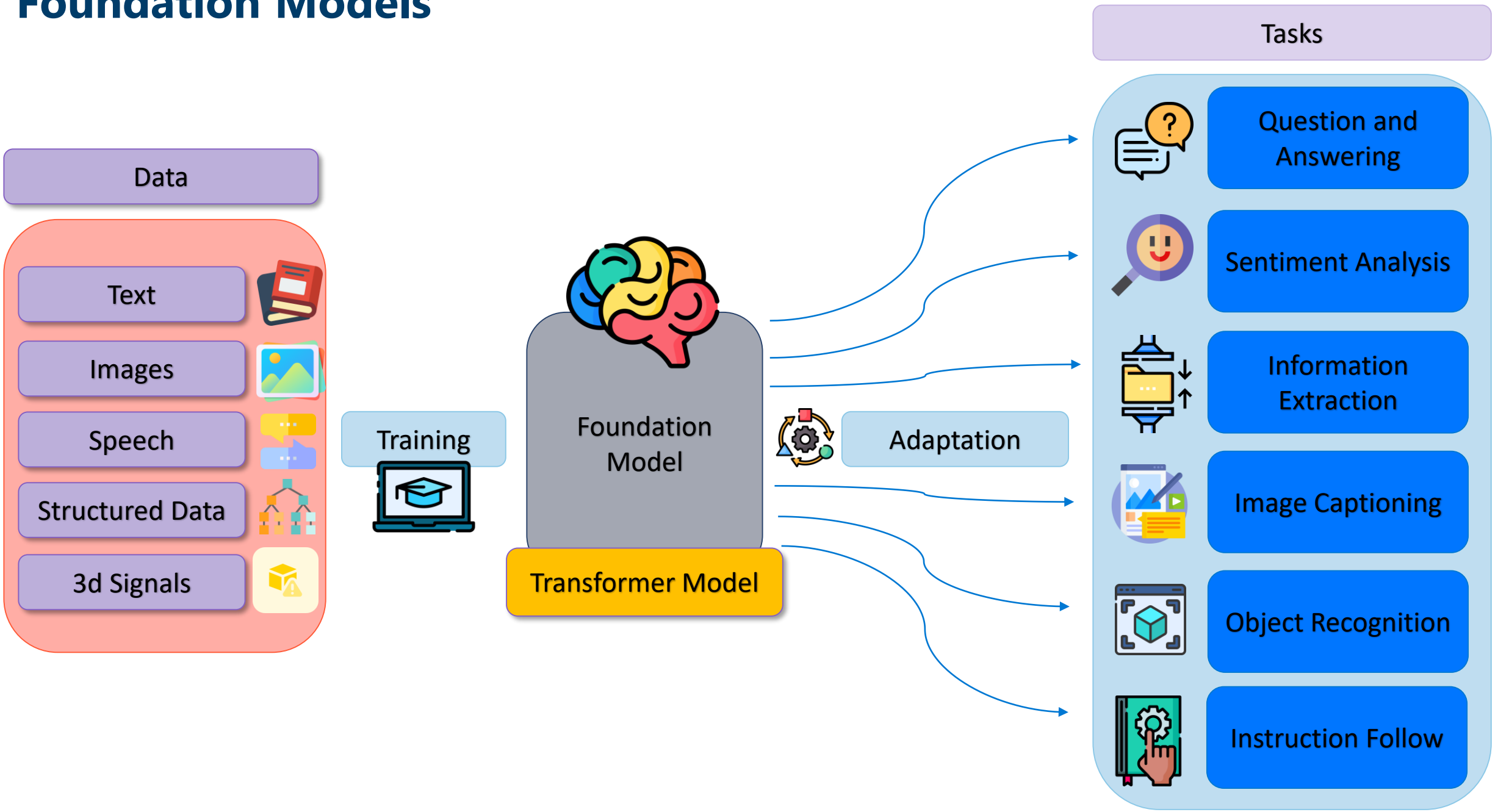
Deep Learning

a machine learning technique in which layers of neural networks are used to process data and make decisions

Generative AI

Create new written, visual, and auditory content given prompts or existing data.

Foundation Models



“Foundation Model” & “Fine-tuned Model”

Once we have foundational skills, we can apply it to gain any kind of specialization !

Specialization

Journalist, Editor, Author,
Engineer, Doctor, Scientist,
Product Manager, etc.

Foundational

Analytical & Application

Literature, Math, Science

Language & Grammar

Reading, Writing & Speaking

Alphabets & Numbers

Industry scenarios where Gen AI can add lots of value

Retail

- Task execution planning
- Problem resolution Chat BOT
- Assisted Selling Support

Manufacturing

- Shift Handovers
- Break&Fix and Preventive Service
- Sustainable Mfg & save resources

Travel & Hospitality

- Flight Turn Around reports
- Reduce Manual Tasks
- Predictive insights

Healthcare & Public Sector

- Virtual Health & Home care (tasks)
- Best practices sharing
- Resource optimization (shifts)

Utilities & Communications

- Improved first-time fix rates
- Asset recommendations in Service
- Route & Task optimization

Consumer Goods

- Smart Merchandising
- Field Sales Optimization
- Production Quality

Financial Services & Insurance

- Retail Banking client telling
- Claim administration and approvals
- Personalized proposals for clients

Oil & Gas

- Asset mgt & Field Service Tasks
- Workforce Security
- Remote Assist Recommendations

Generative AI and large language models (LLMs) stand to have a significant impact on the travel industry…

Source: Skift Research's Report "Generative AI's Impact on Travel"

Top 3 opportunities of GenAI on the frontline

65% of frontline workers are optimistic about how AI will help them in their job

80 %

think AI will be helpful in augmenting their ability to find the right information and answers they need

Answer

69 %

would be comfortable using AI for more administrative aspects of their work like scheduling & coordinating

Automate

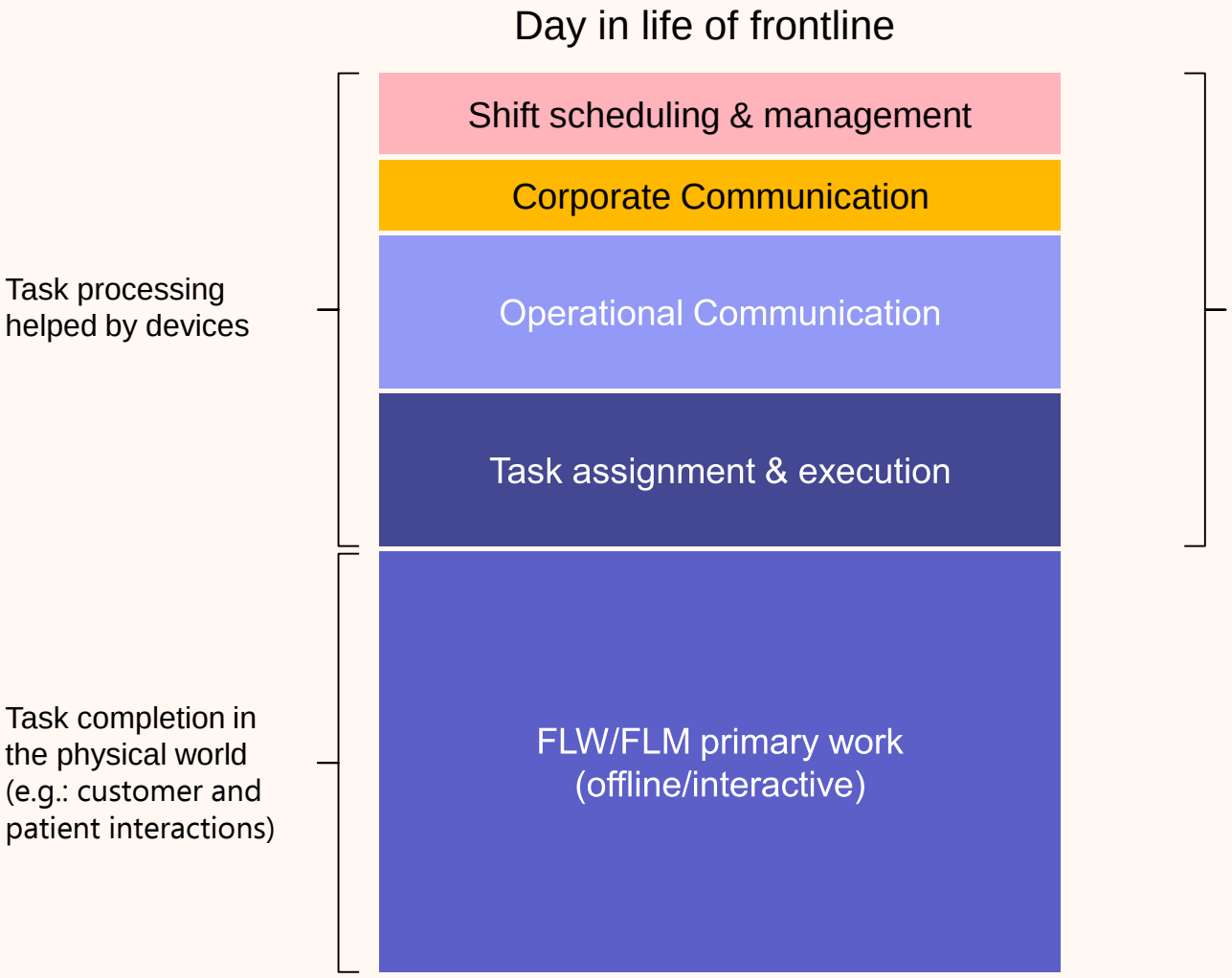
62 %

said they would delegate as much as possible to AI to lessen their workloads

Advise

Source: New Work Trend Index data

GenAI for frontline looks different than GenAI for information workers…



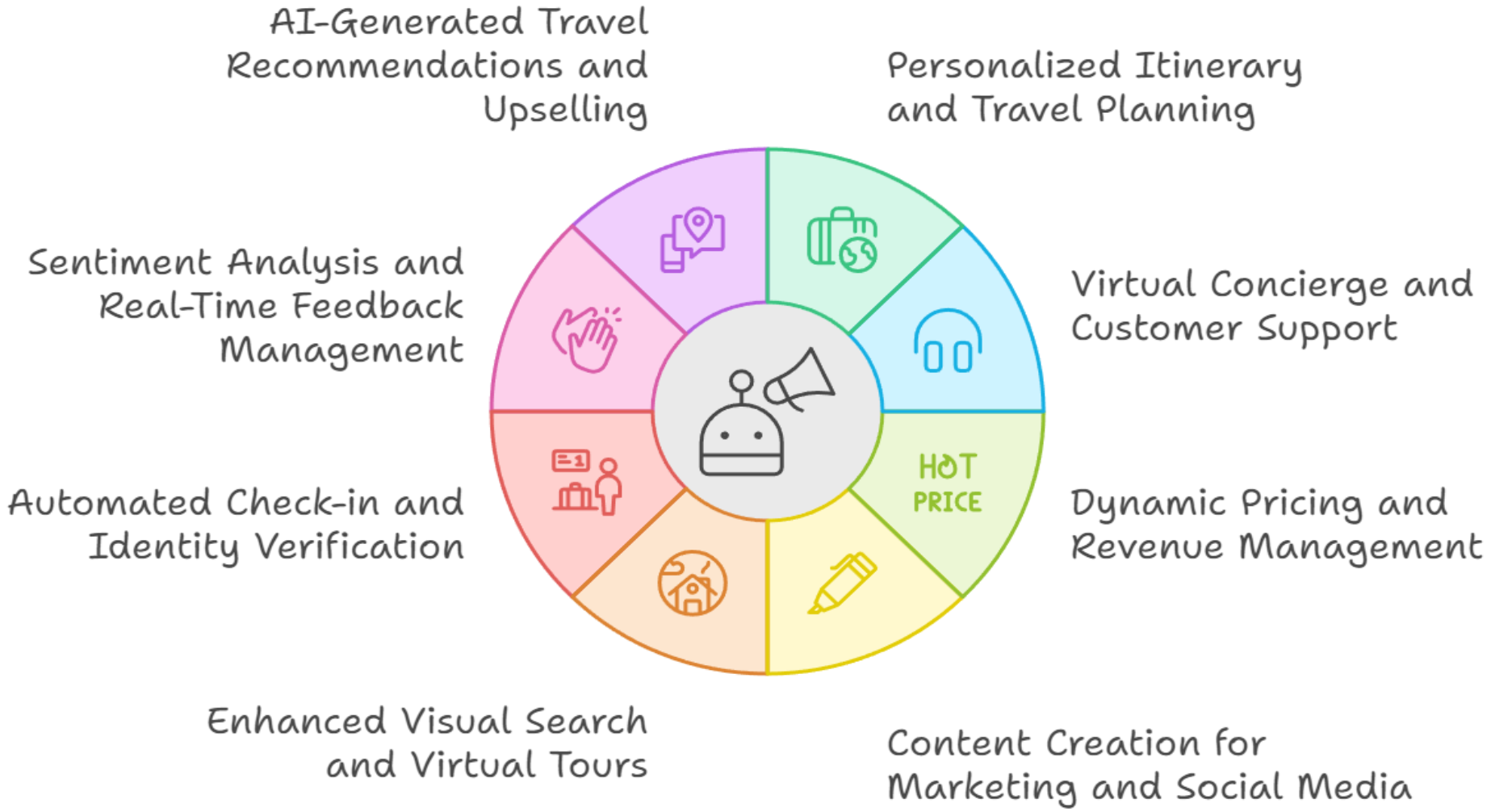
Frontline workers are mobile and the solution should be **voice-first**

Many inputs require an image to help with answering a question (e.g., claim approval, inspection, etc.)

Workers are often **multi-lingual** and require their AI to be able to be inclusive of their language preference

It needs to **connect to the systems they already use** for inventory, customer service, knowledge sources and more

Top use cases that Generative AI can add lots of value in Travel & Hospitality



Microsoft Copilot

Natural Language

Large Language Models

Microsoft Graph

Microsoft 365 Apps

These features require a Copilot for Microsoft 365 license.

Microsoft Copilot

(formerly Bing Chat Enterprise)

Powerful AI models

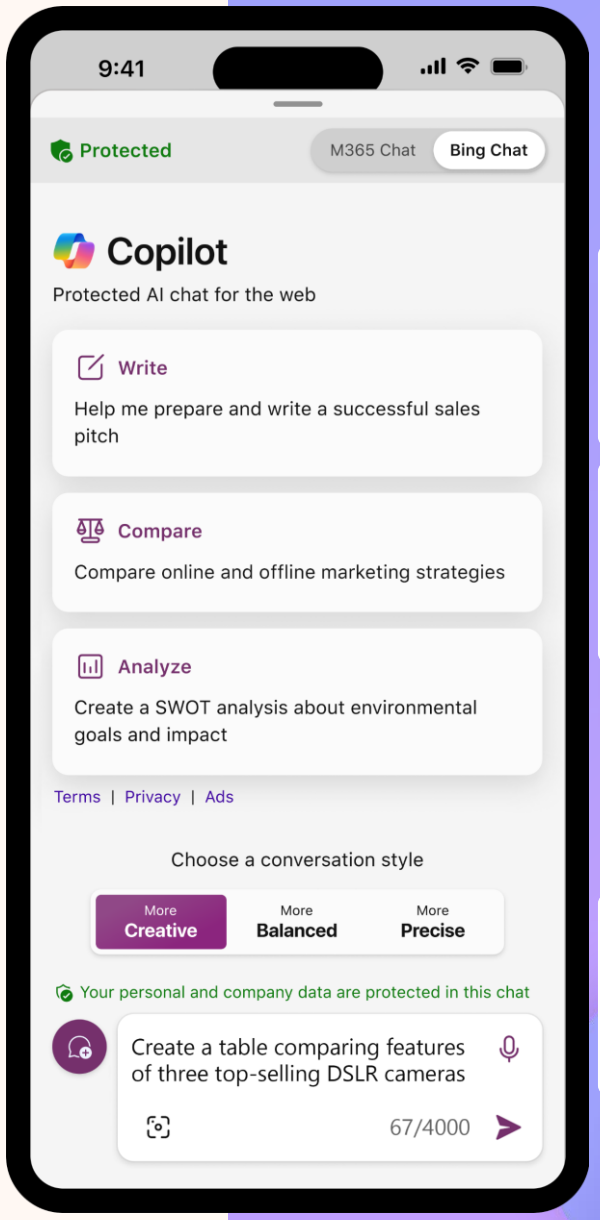
GPT-4 for text and DALL-E 3 for images, the latest in AI models

Transparent and relevant

Cites data sources and provides up-to-date answers

Commercial data protection

Doesn't save prompts or answers, nor use them to train the AI model



Frontline possibilities with Microsoft Copilot

Summarize a long PDF

Turn a 20-page PDF into 5 bullets to summarize documents like manuals, safety guidelines, and more.

Draft customer facing emails

Use Copilot as your professional writer on call to draft emails to customers.

Learn new skills

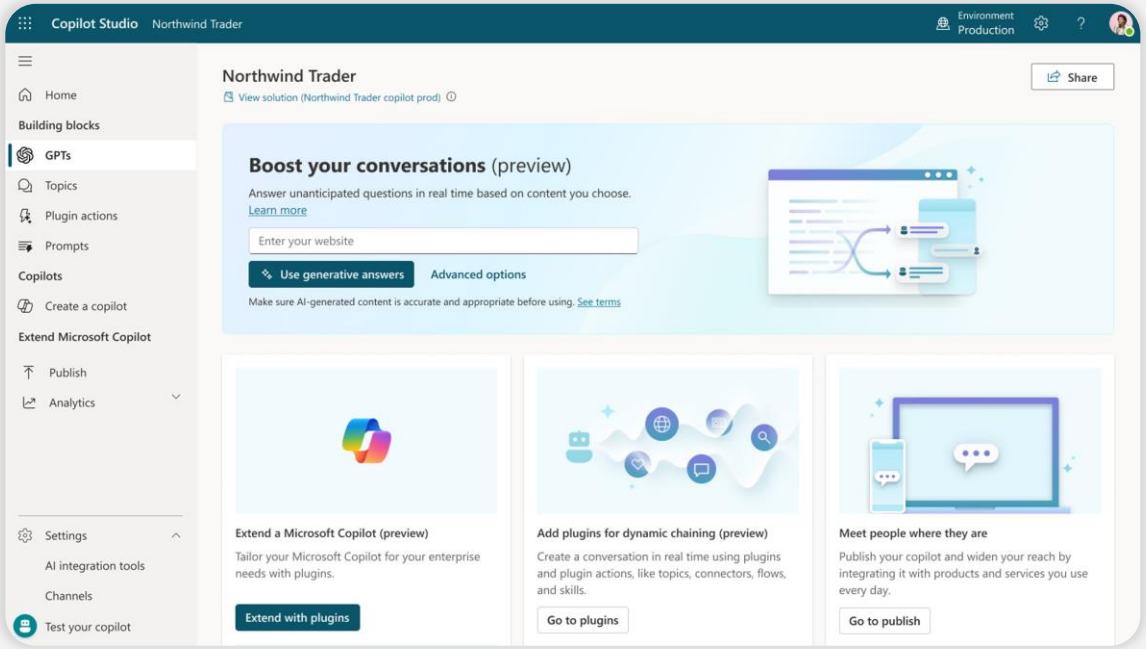
Ask questions tailored to your needs and interests to get consolidated key points from the internet.

Get answers for specific and complex questions

Elegantly handle questions that require multiple data points or a degree of analysis.

Copilot Studio

Copilot Studio is an end-to-end conversational AI platform for **extending Microsoft Copilot** or **building your own copilot** with generative AI and large language models.



Create an AI assistant that boosts the efficiency and effectiveness of your frontline

Your copilot, your way

Build

Make Copilot work for you

Create custom copilots that uplevel your workers' productivity with comprehensive answers and time-saving workflows.

Connect

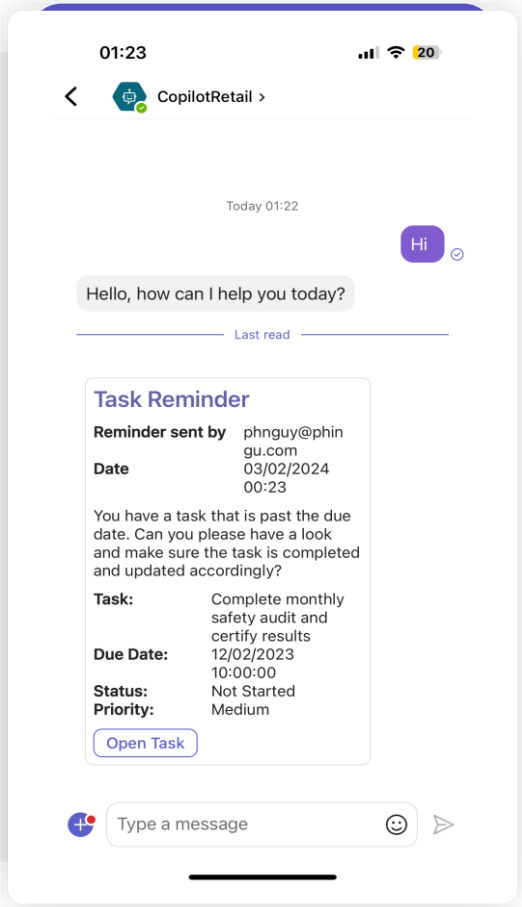
Bring your own data and systems

Access more than 1200+ data sources out of the box, including SAP, ServiceNow, Workday, and Salesforce.

Manage

Secure and govern with visibility

Employ built in analytics, governance, and control features.



Marketing

68%

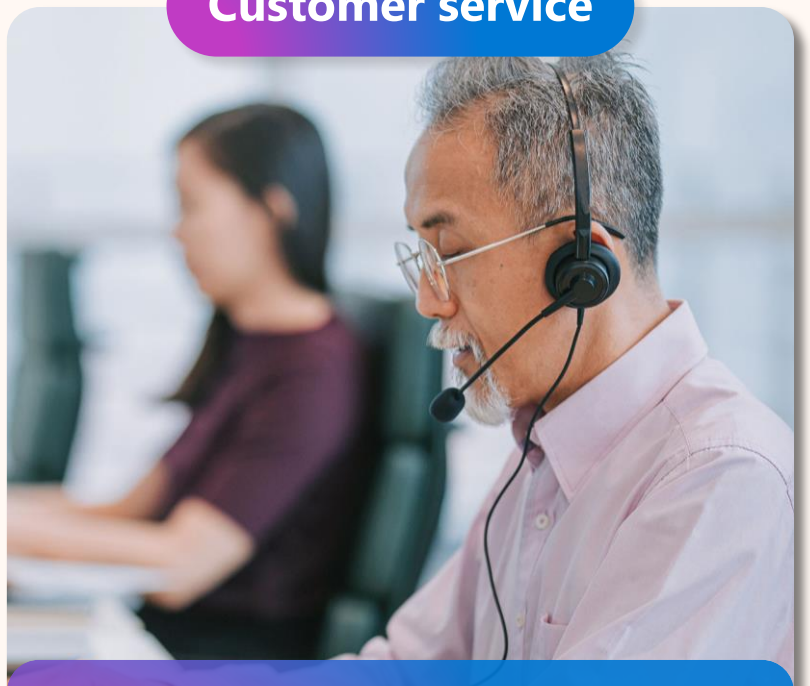
said Copilot helped them jump-start the creative process

Knowledge workers

70%

of Copilot users said they were more productive

Customer service



12%

faster at resolving customer issues

Microsoft

Demo

Thank you!