

Maximizing AI Powered Service Insights & Experiences

Jacqueline Nunley, Industry Advisor Travel & Hospitality, Salesforce



Delivering AI Today

Maximizing AI Powered Service Insights & Experiences



Jacqueline Nunley
Industry Advisor - Travel & Hospitality
Salesforce Industries



Forward-Looking Statements

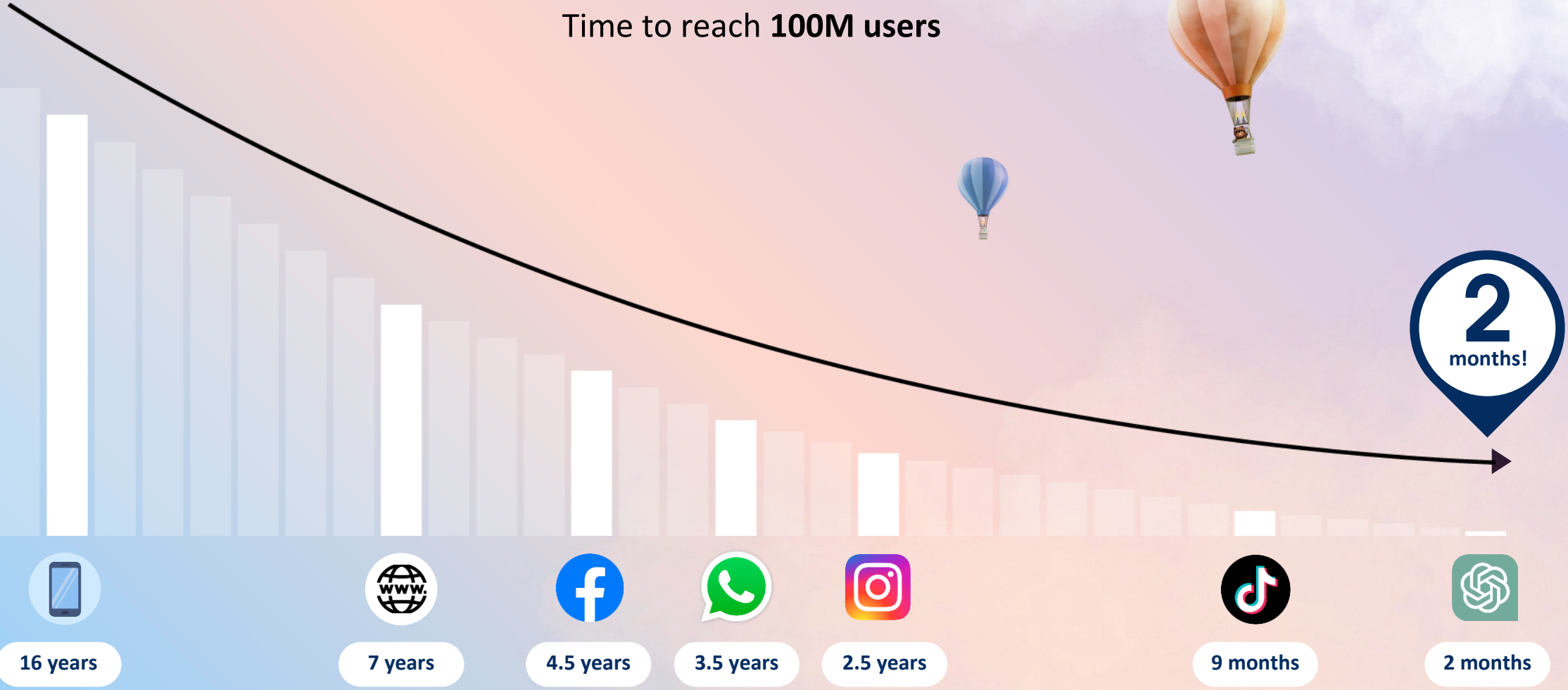


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Change Will Never be as Slow as it is Today!

Time to reach 100M users



2
months!



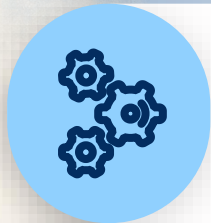
**Advances in
Deep Learning**



**Massive Increase
In Data**



We are in an **AI** and **Data** Revolution



**New, AI-Driven
Automation**



**Demand for
Personalization**



The AI Trust Gap

AI is the

#1

priority for CEOs

Companies

Privacy

Hallucinations

Company Data

Bias

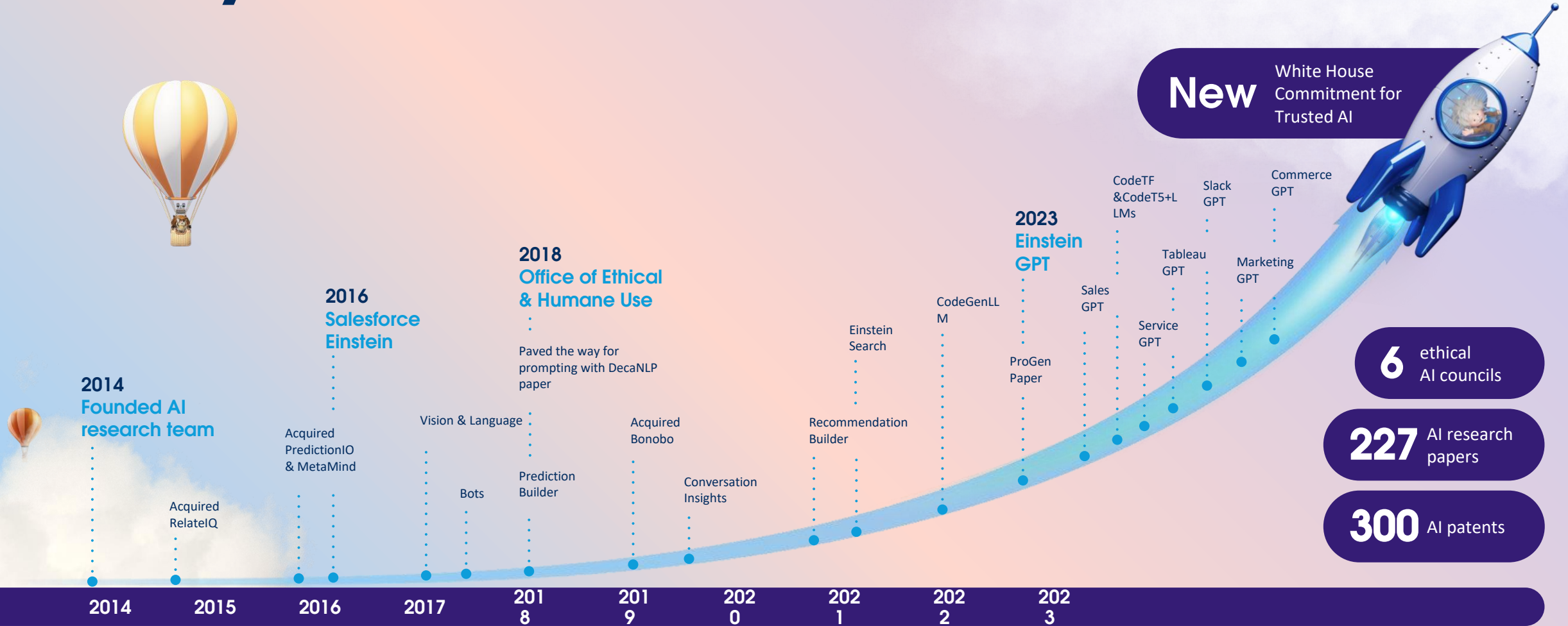
Toxicity

59%

of consumers don't believe AI is safe and secure¹

Customers

10 years of AI innovation



Generative AI, Built Into the Flow of Work



Your Business Teams

Sales

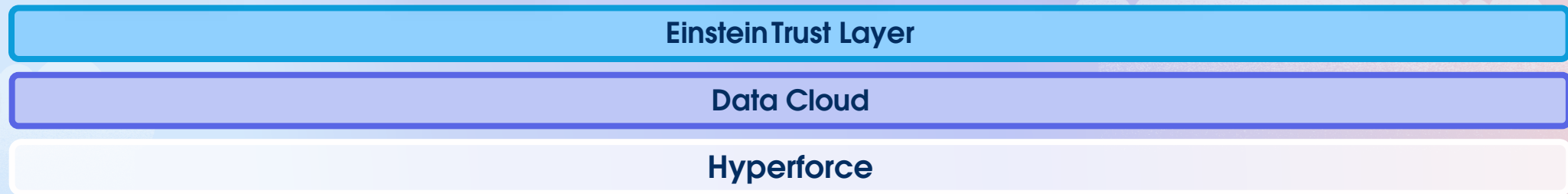
Service

Marketing

Commerce

IT

Your Data & AI Models



THE PROBLEM



The travel company faced a number of customer complaints, which obscured the root cause of customer dissatisfaction. When travelers reported problems, the underlying issues were often obscured. This misattribution resulted in skewed analytics, limiting the company's capacity to detect, identify, and address underlying service delivery issues. It's also complicated the process of accurately reporting on incidents, training employees, and negotiating with vendors, potentially leading to financial consequences and missed opportunities to improve customer satisfaction.

THE INTENTION



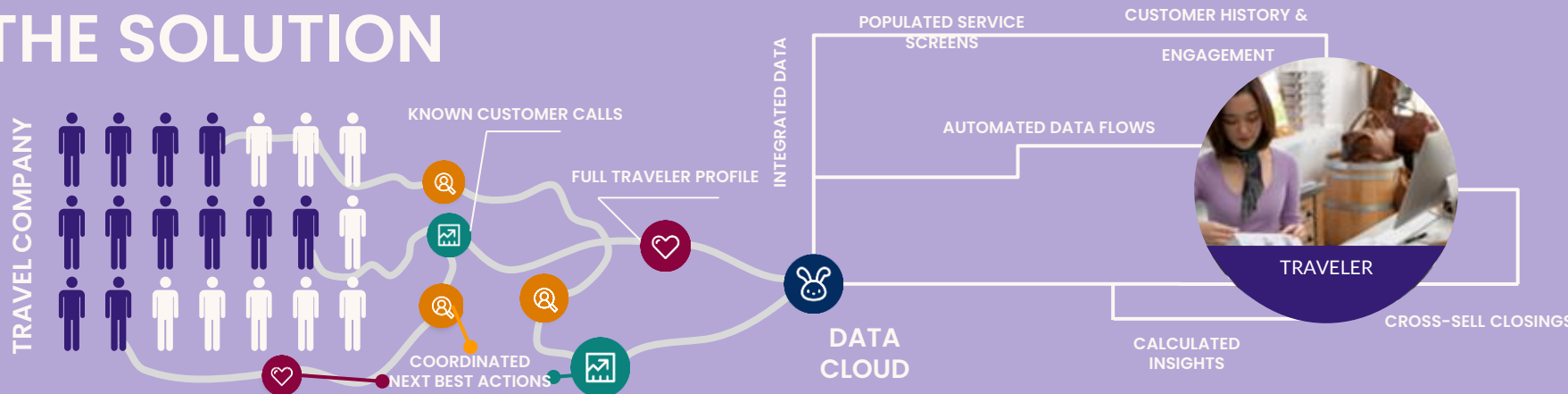
- 1 Unify all data sources
- 2 Actionable data = Case Categorization
- 3 Segmentation and Routing
- 4 Reduce risk & increase profitability

Pinpoint root cause of cases to improve issue resolution and accountability.

Refine voice of the customer analytics to accurately enhanced service quality.

Leverage case insights for services and train staff for efficient problem management

THE SOLUTION



A comprehensive 360° view of the customer enables data driven and AI insights enhancing streamlined operations.

This will result in more faster case resolution, better customer experiences, and highly operationally excellent service quality.



Guest Services feels more *humane* and issues are more promptly and effectively resolved

Employees **without** gen AI



Navigate through the system to access guest information, sift through knowledge content and offer solutions



Basic understanding of guest interactions, with information limited to the specific inquiry or communication at hand



Inconsistent or generic communications and missed opportunities for meaningful engagement post-resolution

Employees **empowered** by gen AI



Empower reps with virtual assistants for call handling



Contextual understanding via guest 360 analytics
“Share guest background information and preferences to optimize their care experience”



Improve CSAT with recommended actions
“Generate follow-up offers based on guest conversation, including sentiment analysis”

+30%

Case resolution increases

+15%

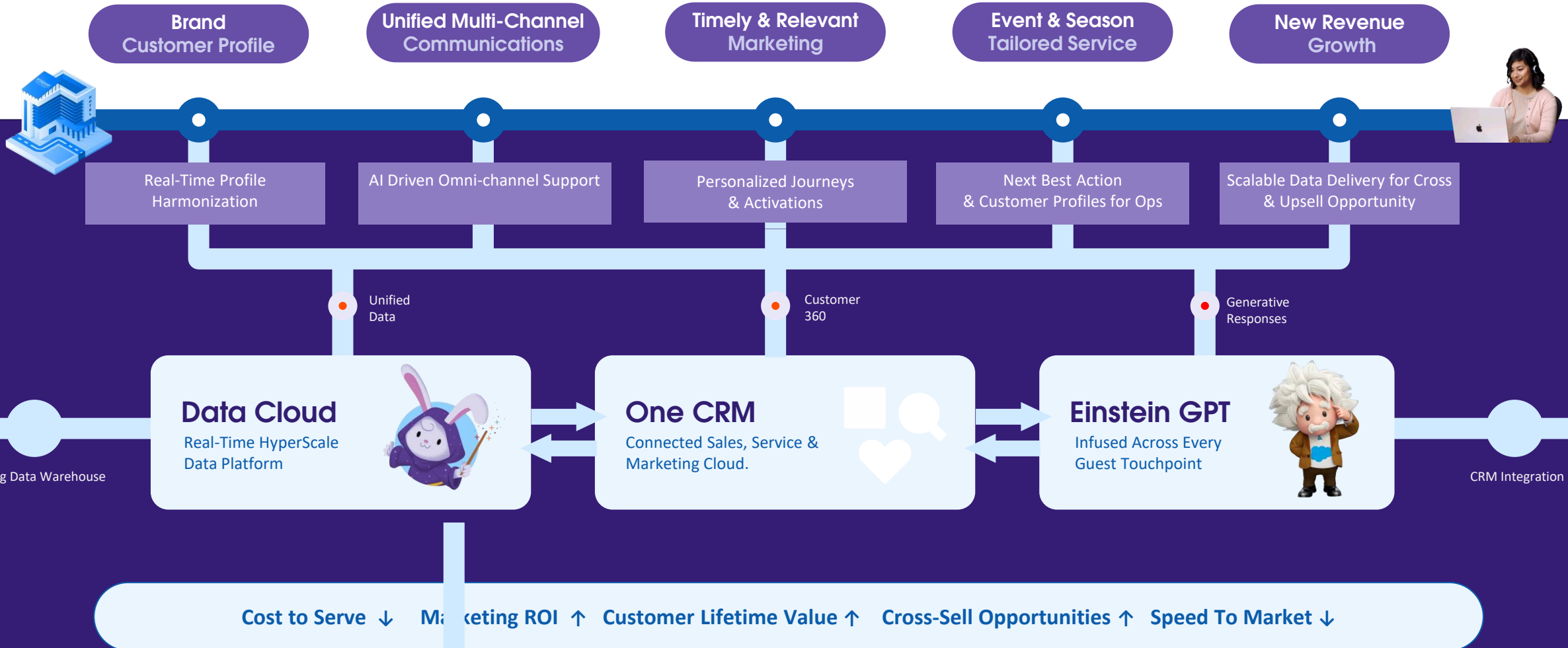
Increased retention rates

Aspirational Impact

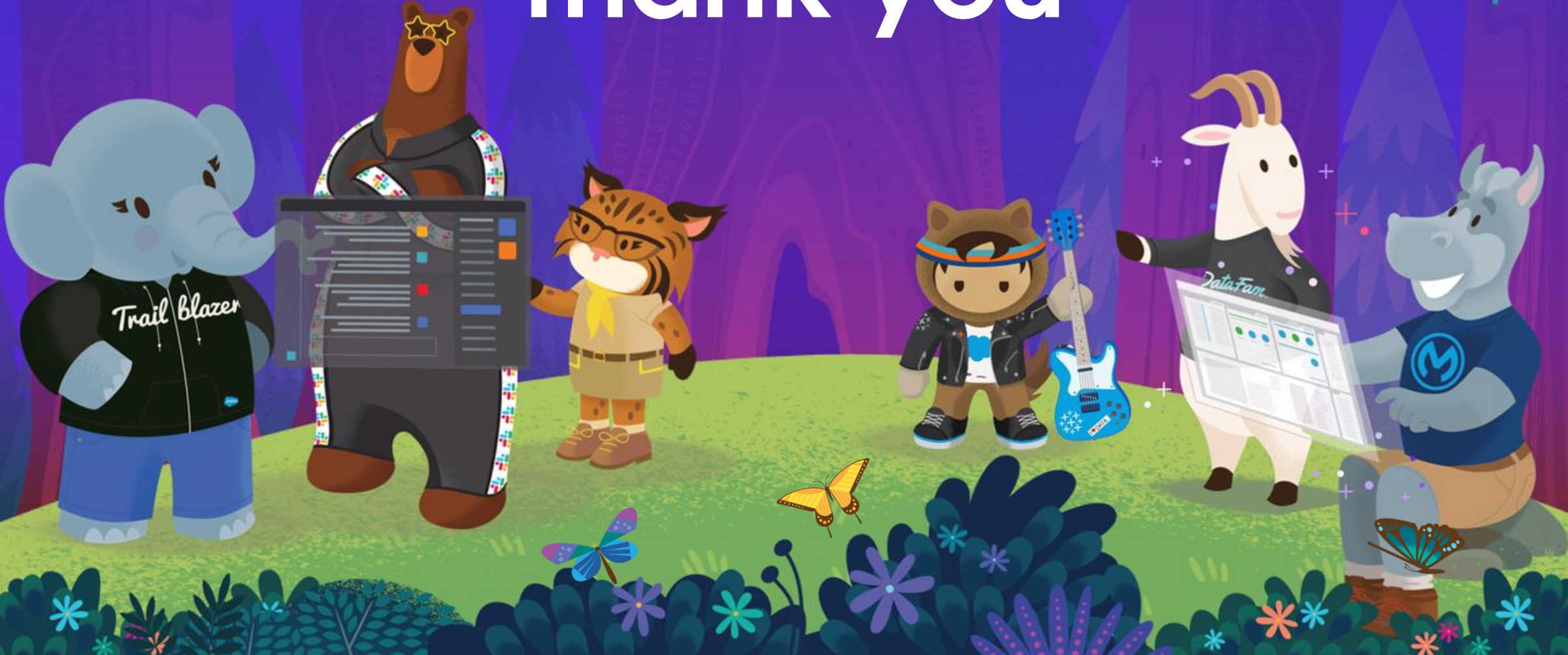


The Power Of The Platform

Salesforce transforms the customer experience and drives business value.



Thank you



Thank you!

Jacqueline Nunley

Industry Advisor Travel & Hospitality, Salesforce

Salesforce

jnunley@salesforce.com