



TRANSPERFECT
DATAFORCE

SMARTER AI. IN ANY LANGUAGE.

DataForce for Travel

AI SERVICES FOR THE TRAVEL INDUSTRY

1

Chatbots



One of the most popular uses of AI for hotels and other travel businesses is the facilitation of faster customer service. Chatbots have already been widely adopted both on companies' websites and social media and instant messaging apps. Chatbots can respond to questions and provide information to travelers covering up to 80% of queries instantly, freeing time for the staff to deal with more urgent requests. This may be particularly useful in times of crisis when customer requests increase substantially.

HOW WE CAN HELP

TransPerfect DataForce has developed an end-to-end chatbot localization solution that combines our translation, crowdsourcing, and natural language processing expertise to provide a superior customer experience in almost any language. For example, we can help you collect user prompts from a diverse target group, translate the chatbot's prompts, and run user tests to make sure the responses are linguistically and culturally perfect! In addition to that, we can help you create and localize Alexa Skills, Google Actions, and Siri Shortcuts, the most popular voice interfaces to digital content.

2

Robots and Virtual Assistants at Your Service



An emerging trend in AI is face-to-face customer service interactions. Robots can possibly reduce queues at information or reception desks and improve overall efficiency. Smart Speakers can provide valuable services, even inside hotel rooms with a high level of privacy: “Alexa, please renew my towels” or “Siri, which is the best restaurant within a mile from here?” are only a couple of the questions your guests could ask without having to wait or increasing the burden of your personnel.

HOW WE CAN HELP

Besides “teaching” robots various languages, TransPerfect DataForce designs, runs, and analyzes user experience studies before the release of a new product or version of it. We have hosted moderated studies with more than 1,200 participants in 10 countries. Some of the products we analyzed were smart speakers, intelligent virtual assistants, and in-vehicle infotainment systems.

3

Search Query Classification for OTAs and DMOs



Online travel agencies (OTAs) and destination marketing organizations (DMOs) offer a large number of products and services. Having a global search function on their website would allow their guests or travelers to find all of their products using only one search field.

HOW WE CAN HELP

DataForce can classify very large volumes of search queries based on your product categories no matter what language your queries are in. After selecting the best performing annotators among our 350,000 global experts, we will label your data in a short time, keeping very high-quality standards.

4

Sentiment Classification for Online Reputation Management



Millions of travelers make their decisions based on reviews they read on search engine results, travel blogs, and social media. Our travelers want to know how their visitors feel about their services, what has made an impression, and what they can improve. For this purpose, they develop analytics and sentiment analysis systems that “read” online reviews and assign categories and sentiment values (positive, negative, neutral) to them substantially.

HOW WE CAN HELP

Accurate sentiment annotation and classification of online reviews and social media posts is the first step toward building a reliable analytics solution. DataForce can harvest and annotate online content to help you generate meaningful analytics in any language, market, or product category.

5

Voice Search Optimization



In a world where more than 40% of searches are done via voice and more than 200 million smart speakers are in use, search engine optimization is getting a new meaning. If you ask a voice assistant which are the top hotels in a specific area, it will provide between one and three options. Although you can ask them to provide more options, being in the top three results is a major advantage.

HOW WE CAN HELP

TransPerfect DataForce can help you identify the most common ways users ask for services in your line of business and subsequently help you define your voice search optimization strategy.

6

Email Classification



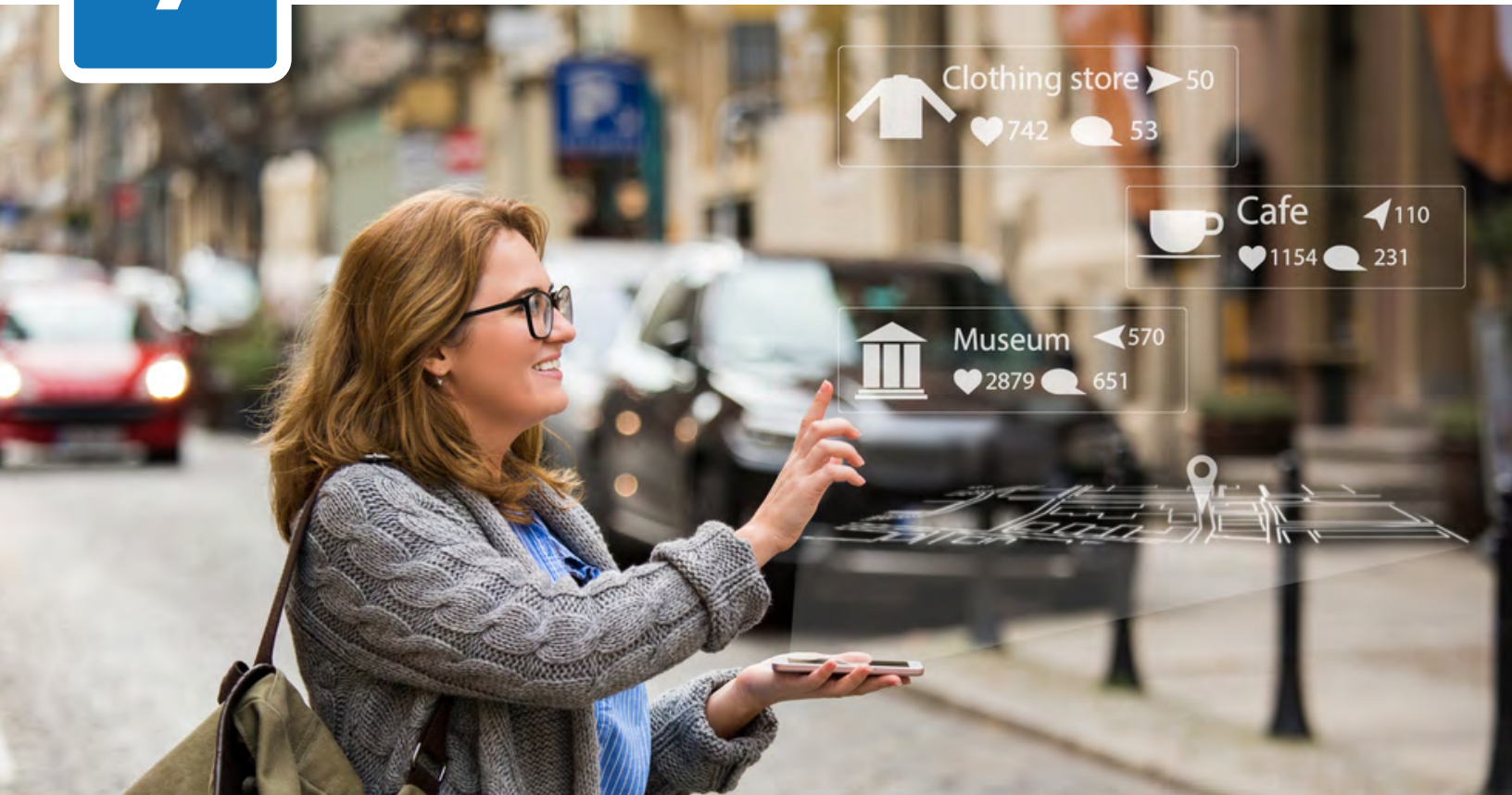
Customer service departments have to deal with an overwhelming number of incoming emails. Your agents have to manually identify the topic and route each email to the relevant service. What if emails could be categorized and routed automatically? Many businesses in the travel industry are developing IT tools that automatically assign a category to emails and subsequently send those emails to the right recipient without human intervention.

HOW WE CAN HELP

Through its worldwide workforce, DataForce can help you identify the right categories by looking into your vast database of emails. Subsequently, we can extract a large sample and have our workers categorize your emails to create a highly accurate, structured training set for your classification system. At the same time, we can annotate the content of the emails in a way that will allow you to extract valuable information about the content and the sentiment of your travelers.

7

Personalized Recommendations



Personalization marketing within the hotel industry can provide recommendations based on customer and user data. This can help you target guests and travelers with specific ads about hotels or even hotel rooms according to their preferences outside or during the booking process itself. At the same time, the user would have a feeling that you understand their needs, further enhancing their experience.

HOW WE CAN HELP

TransPerfect DataForce evaluates search results or entire search engine result pages, including video and maps.

8

Automatic Voice Translation



Imagine having the possibility to communicate with almost every traveler in their own language. Modern AI technologies allow voice translations from and into up to 30 languages. All you need is a smart speaker or a similar device and a connection to a cloud translation service to make travel more accessible to all.

HOW WE CAN HELP

Before releasing an innovative product to your valuable guests, you want to know how well it works for your business. Does it accurately translate your content? Does it use an appropriate customer-facing vocabulary, or does it make embarrassing mistakes? DataForce can test your implementation with hundreds or thousands of users in more than 200 languages. Through our user experience studies, we'll ensure that your voice translator becomes your own voice.