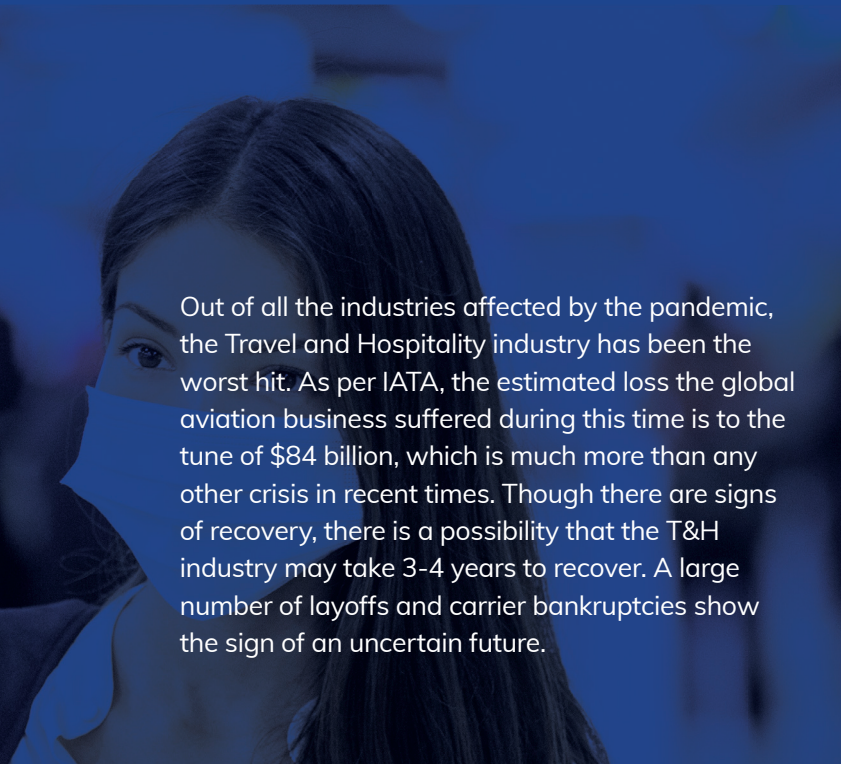


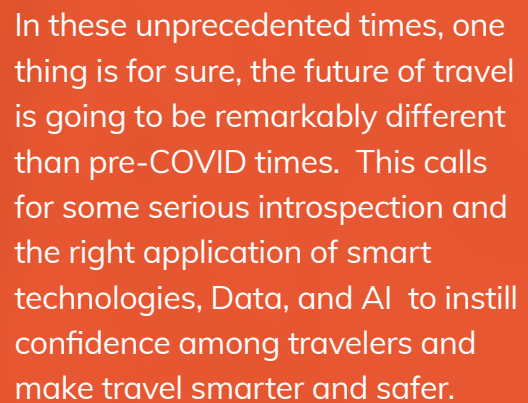
Role of AI in the Digital World



Bhushan Gangurde is passionate about solving business problems using AI/ML, Analytics, Data & Automation and Digital technologies in that order. With more than 17 years of experience in field, he loves exploring new technologies and reading books. He heads IGT's Center of Excellence for AI/ML & Automation.



Out of all the industries affected by the pandemic, the Travel and Hospitality industry has been the worst hit. As per IATA, the estimated loss the global aviation business suffered during this time is to the tune of \$84 billion, which is much more than any other crisis in recent times. Though there are signs of recovery, there is a possibility that the T&H industry may take 3-4 years to recover. A large number of layoffs and carrier bankruptcies show the sign of an uncertain future.



In these unprecedented times, one thing is for sure, the future of travel is going to be remarkably different than pre-COVID times. This calls for some serious introspection and the right application of smart technologies, Data, and AI to instill confidence among travelers and make travel smarter and safer.

Before the pandemic, the T&H industry provided innovation in terms of revenue management, automated baggage coding, dynamic pricing, to name a few.

However, the pandemic has brought in significant changes in the industry and has only heightened the need for more advanced technology that supports the contactless and security requirements caused by the coronavirus.

Hotels, airlines, and airports around the globe are implementing AI to optimize their operations. Today, it is not just about providing customer experience, but an end-to-end digitized and personalized experience that meet the new travel standards.

AI can be used in diverse fields; with the right skills, organizational agility, and the right application, it can result in increased demand, save costs, and drive revenues. The possibilities are endless.



Key Use Cases



Operational Cost Minimization

- Aircraft turn around.
- FNI.AI – Automated AI Powered Refund Processing
- AI Powered Automated Baggage Coding
- Predictive Maintenance



Customer And Demand Driven Price Sensitivity

- Ancillary Price Optimization
- Seat Price Optimization



Know Your Customer and Segment of One with AI

- Insight Driven Personalization
- Customer Attribution
- Customer 360 – My Deals, My Experience, My Solution
- Customer Journey Management
- Chatbots with Personalized Interactions
- Speech Analytics
- Customer Personalized Cross Sell/Upsell



Flying Optimized Routes

- Data Driven Decisions - Routes with Future Demand Potential
- Data Driven Decisions – Optimized Network Routing Plan
- Data Driven Decisions – Optimized Fleet Utilization
- Data Driven Decisions – New Profitable Route Identification and ROI Simulation
- Reduce lay overs
- Re-route and optimize long distance flights
- Competitor market share and benchmarking
- Optimized Automated Smart Re-Accommodations in Disruptions

Key Use Cases



Digitalized Check-Ins

- Reduce human contact
- Face recognition to ensure security.
- Digital validation of the docs
- Hands Free Check in with Alexa
- Virtual Assistant



Baggage Assistance

- RFID and AI driven security checks
- Baggage goes through many hands – may be source of community transmission
- Robotic lanes
- Facial recognize s/w for security
- Baggage Tracking and Automated Alerts



AI-Fastened Security

- X-Ray mapping,
- 3D image processing,
- and/or anomaly protection algorithms.
- Body scanners will be remodeled to incorporate AI technology.
- AI-enabled automated target recognition algo
- Computer Vision for Staff Asset and Data Compliance
- AR/VR Based Training to Staff
- Fraud Detection
- Social Distance Analytics



Digital Entertainment

- Avoid Public computer and booths
- Delta Airlines - Parallel Reality experience
- AI Chabot
- AI driven Machines for hygiene and sanitization



Robots for Product Delivery

- Buy Digital via smart phone.
- Product delivery via robot



Why IGT Solutions?

Committed to simplify complex customer interactions while delivering a seamless experience, IGT provides integrated BPM, Technology and Digital Services & Solutions for clients across industries for over 20 years.

Managing highly differentiated customer experience for 75+ marquee brands globally.

Employs more than 13,500 customer experience and technology specialists in 5 continents, has 19 state-of-the-art delivery centers, and worldwide operational presence.

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