GenerativeAgent® for Travel & Hospitality

Deliver reliable, personalized travel experiences—at scale and in real time.

From last-minute changes to high-touch experiences, the travel industry demands both empathy and efficiency. GenerativeAgent gives travel and hospitality brands the ability to provide accurate, real-time support across booking, loyalty, and service issues—without putting customers on hold. Even during surges from unexpected events.

What GenerativeAgent can do for travel

Travelers expect fast answers—especially when things go wrong. GenerativeAgent gracefully handles the complexity of travel scheduling, loyalty programs, and special requests across chat and voice.

Booking & trip management

- Book or modify reservations (flight, hotel, car)
- Rebook after cancellations or delays
- Check refund status or request cancellation
- Answer visa and travel document questions

Travel disruptions & service recovery

- Report and track lost baggage or items
- Request special accommodations (wheelchair, dietary, pet travel)
- Clarify itineraries or travel changes
- Surface relevant promotional offers

Loyalty & personalization

- Check loyalty points and member status
- Assist with account updates
- Recommend perks or credit card benefits based on status

Example

A traveler's flight is cancelled. GenerativeAgent rebooks the customer on a new flight, confirms their seat preferences, flags the special meal request, and provides an updated itinerary within minutes.

Why GenerativeAgent works for travel & hospitality

- **Handles high-stress moments:** Designed to manage urgent, time-sensitive service needs with calm and clarity.

- **Flexes with volume:** Scales up instantly during peak periods, from unexpected weather events to holiday surges.

- **Integrates with booking & loyalty systems :** Pulls from reservation data, loyalty programs, and policy documents.

- **Builds trust with travelers:** Offers empathetic, brand-aligned service that resolves issues in real time.

- **Resolves faster and with higher accuracy than a human agent:** 3x faster and 98% accuracy vs a human at 66%.

Trusted by industry leaders

"It just never gets past Amelia [powered by ASAPP's GenerativeAgent]. Amelia keeps it. But when a call actually eventually comes over to the crew member, all the hard work has kind of been done already, and they can step in and just start making decisions that the customer is looking to be made."

Shelly Griessel

VP of Customer Support at JetBlue during CCW Nashville, 2024

American Airlines   jetBlue   Astound Broadband   dish   EY

Take the next step

www.asapp.com/get-started
hello@asapp.com
+1 (646) 386-8639

Take a product tour:
https://www.asapp.com/product-tours

Talk to GenerativeAgent:
https://www.asapp.com/talk-to-genagent

aws PARTNER Generative AI Software Competency   AI ARTIFICIAL INTELLIGENCE EXCELLENCE AWARD 2023   AICPA SOC   PCI DSS COMPLIANT

About ASAPP

ASAPP is an artificial intelligence solution provider committed to solving the toughest problems in customer service. Our flagship product, GenerativeAgent®, is a platform built from the ground up to handle complex, multi-turn conversations with enterprise-grade performance, safety, and control. Because we automate what was previously impossible to automate, our AI-native® solutions deliver more than efficiency gains. They redefine the role of AI in the contact center and lay the groundwork for businesses to reimagine their customer experience delivery for the age of AI. Leading enterprises rely on ASAPP's generative and agentic AI solutions to dramatically expand contact center capacity and transform their contact centers from cost centers into value drivers.