

Agentic CX for Travel and Hospitality

Keep every journey on track, even during disruptions.

CXP runs guest service end to end, resolving booking, itinerary, and service issues at scale so travelers get answers faster without overwhelming your contact center.

It uses agentic AI to coordinate across reservation systems, loyalty platforms, and service tools to complete work. IVRs and chatbots weren't built for this.



A CX platform that handles **travel's complexity**

Orchestration across travel systems

Travel issues span reservations, loyalty platforms, payments, and operations systems. CXP coordinates systems, human agents, and AI so issues get resolved faster with less back-and-forth.

Governance you can audit

- ✓ Enforced operational guardrails
- ✓ Controlled refund and itinerary permissions
- ✓ Real-time monitoring of AI behavior
- ✓ Automated logging of reasoning and decisions

Built for human expertise, not human handoffs

When human expertise is needed, CXP brings a specialist into the interaction with full context. Customers never start over while specialists guide AI through the interaction without disrupting the experience.

Full observability

Every interaction is recorded step by step, supporting dispute resolution, operational improvements, and regulatory compliance without slowing service down.

A **personal AI concierge** for every traveler

Each traveler gets an AI agent that remembers their trips, loyalty status, preferences, and past conversations to deliver fast, personalized support before, during, and after the journey.

\$16.2M

average annual
savings

4.8x

return on
investment

95%

customer
satisfaction

89%

first contact
resolution



[Amelia, our AI agent powered by ASAPP,] helped us achieve a ninety-two percent CSAT, which is higher than our actual frontline crew members. And we've seen a twenty-five point jump in first contact resolution because of her. That's amazing.

— Preya Rampertab,
Sr. Manager of Customer
Support Standards and
Programs, JetBlue

Travel workflows CXP handles autonomously



Disruption recovery & rebooking

Finds alternate flights or accommodations and processes itinerary changes instantly during irregular operations.



Loyalty & rewards

Explains program benefits, applies upgrades, and helps travelers redeem rewards without confusion.



Refunds & service recovery

Processes cancellations, tracks baggage claims, and issues compensation based on brand policies.



Personalized upgrades & offers

Recommends seat upgrades, room enhancements, and experiences based on traveler preferences.



Digital concierge & trip support

Coordinates reservations, activities, and real-time trip changes across venues and services.

About ASAPP

ASAPP is the agentic Customer Experience Platform (CXP) purpose-built for enterprise customer service. CXP orchestrates AI agents, human expertise, and enterprise systems to resolve customer issues faster and more accurately across voice and digital channels.

At the core of the platform is GenerativeAgent®, created to autonomously listen, reason, act, and improve through interaction intelligence. Enterprise service teams use ASAPP to run their operations with measurable outcomes, governance, and production-scale reliability.

Take the next step

Book a demo of ASAPP's CXP
www.asapp.com/get-started
hello@asapp.com
+1 (646) 386-8639

Learn more at
www.asapp.com/cxp



Trusted by

