

Publication: ETCIO**Date:** 06.05.19**Edition:** May Edition**Heading:** AI to revamp your travel experience: View**Link:** <https://cio.economictimes.indiatimes.com/news/strategy-and-management/ai-to-revamp-your-travel-experience-view/69202287>

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AI to revamp your travel experience: View

For businesses, deploying AI can save time and money, provide inimitable travel experiences, and ensure business travellers reach their destinations without fuss.

ETCIO | May 06, 2019, 17:30 IST

By Shikhar Aggarwal

Curated experiences have been at the heart of the travel industry, with people participating at multiple levels to enhance the travel experience. However, with the emergence of **technologies** such as **artificial intelligence (AI)** and **Machine learning**, the travel industry across the world can provide a more fast, secure and personalized experience. The capacity of AI to perform tasks that have traditionally required human cognitive functions has made it especially useful for those in the travel industry. For businesses, deploying AI can save time and money, provide inimitable travel experiences, and ensure business travellers reach their destinations without fuss.

Travellers have different expectations today. Parameters like comfort, price and expedited services matter more than anything else. To meet such expectations in today's customer-centric business spheres, espousing machine learning, and advanced technology takes the lead in reshaping various service sectors like never before.

AI is the new buzzword for internet businesses, citizen services, e-visa processing, travel sectors and contact centres. It has changed all traditional operational practices in a very short time. This is how various advanced concepts like **speech recognition**, language translation, auto response and visual perception are breaking different business verticals these days. Initially, when AI was relatively unknown, many industry veterans across the globe anticipated huge disruption of operational practices caused by AI. That fear has been shown to be unfounded. Most industry players are now completely aware of the utility of machine learning in providing enhanced and faster services.

Taking AI out of the labs and bringing it into the day-to-day business practices, the visa industry is using this concept in advantageous ways such as online appointment booking, mobile biometric services, e-visa and allied contact centres. As the global e-passport and the e-visa market continue to grow, AI will drive processes to help provide higher levels of service excellence.

These days, operational windows of contact centre play a pivotal role in addressing visa queries quickly. AI establishes smoother links between business and visa applicants. Be it selecting your preferred language or anticipating the queue time, AI voice agents and chatbots can capture granular data from each interaction, thus optimizing the workflow of the contact centre. In need of automatic identification of an existing customer's contact number or fetching any relevant data basis of applicant's reference number, an expedite customer service can be rendered with delightful experience simply by applying the AI [algorithm](#).

There's no denying that AI is being increasingly used in various sectors, including visa and consular services. According to industry experts, nearly 80% of businesses today are investing in AI. It is estimated that more than 50% of the operations and enterprise data will be managed autonomously by 2020. Already, during the last few years, [cloud computing](#), machine learning and internet penetration using AI algorithms have become mainstream. Many software professionals and experts are of the view that implementing AI across several industries will give AI software potential revenues a phenomenal ascent up to \$90 billion by 2025.

Besides, many visa outsourced companies and application centres already have AI-powered instant chat and voice assistance with capabilities of scheduling appointment slots for prospective visa applicants quite conveniently. Not only this, with every single access to the websites, AI would adopt the lead generation for the service provider and probability models, which is done by smart algorithms predicting consumer behaviour in real-time. So garnering a travel permit is no more as taxing as earlier. With AI, the pace of modern business trend has transformed manifolds than it was just a decade ago.

Data Security

The significance of privacy and data security has expanded tremendously with the emerging trends in technology. For a global visa, outsourced players, abiding by the directives of data security and embassy protocol becomes integral. Considering, the inevitable cyber concerns, it has become crucial for Visa providers to increase their security audits, encryption of data and introduce watertight password control systems. It's high time that we take the protection of customer and employee data as the top priority and strive to innovate the processes while quickly adapting to the changing trends. The privacy policy of the organisation should encompass all the details with regard to the processing of personal data along with legitimate grounds of data collection, retention and protection. Security must be given the topmost priority and it should match the speed of innovative possesses in the visa industry.

The author is Joint Managing Director at BLS International

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