



Virtual Travel Assistant

Changing how users shop
& book travel on mobile

Farzad Ehsani,
Fluential LLC

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Experts in Bullet-proof Technology

\$10M of R&D

85+ person-years

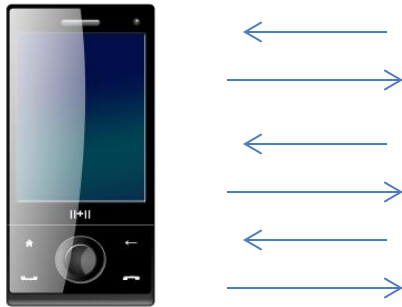
98% accuracy in clinic

18 patents filed, 3 Granted

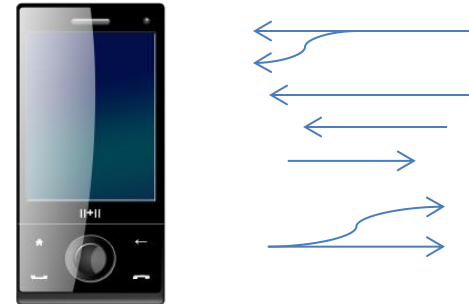


Optimizing the User Experience

Enabling your application to conform to you....Not you to it



- Directed Dialog
- Answers questions asked
- Or prompted for specific queries
- Can not break the dialog flow
- Can not speak out of turn
- System immediately forgets old queries

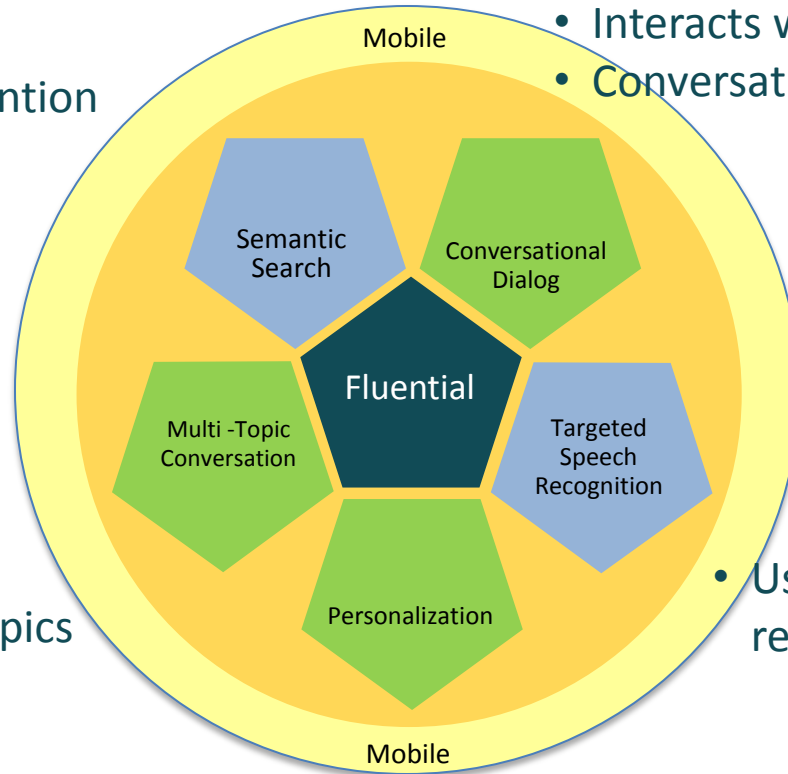


- Free-flow Dialog
- Can say anything at anytime in any manner
- Can switch between multiple dialog
- Can not break the dialog flow
- Can remembers older conversations

Fluential's Technology

- Contextual Meaning
- Understands User Intention

- Identify missing information
- Interacts with user to get info
- Conversation can be unstructured



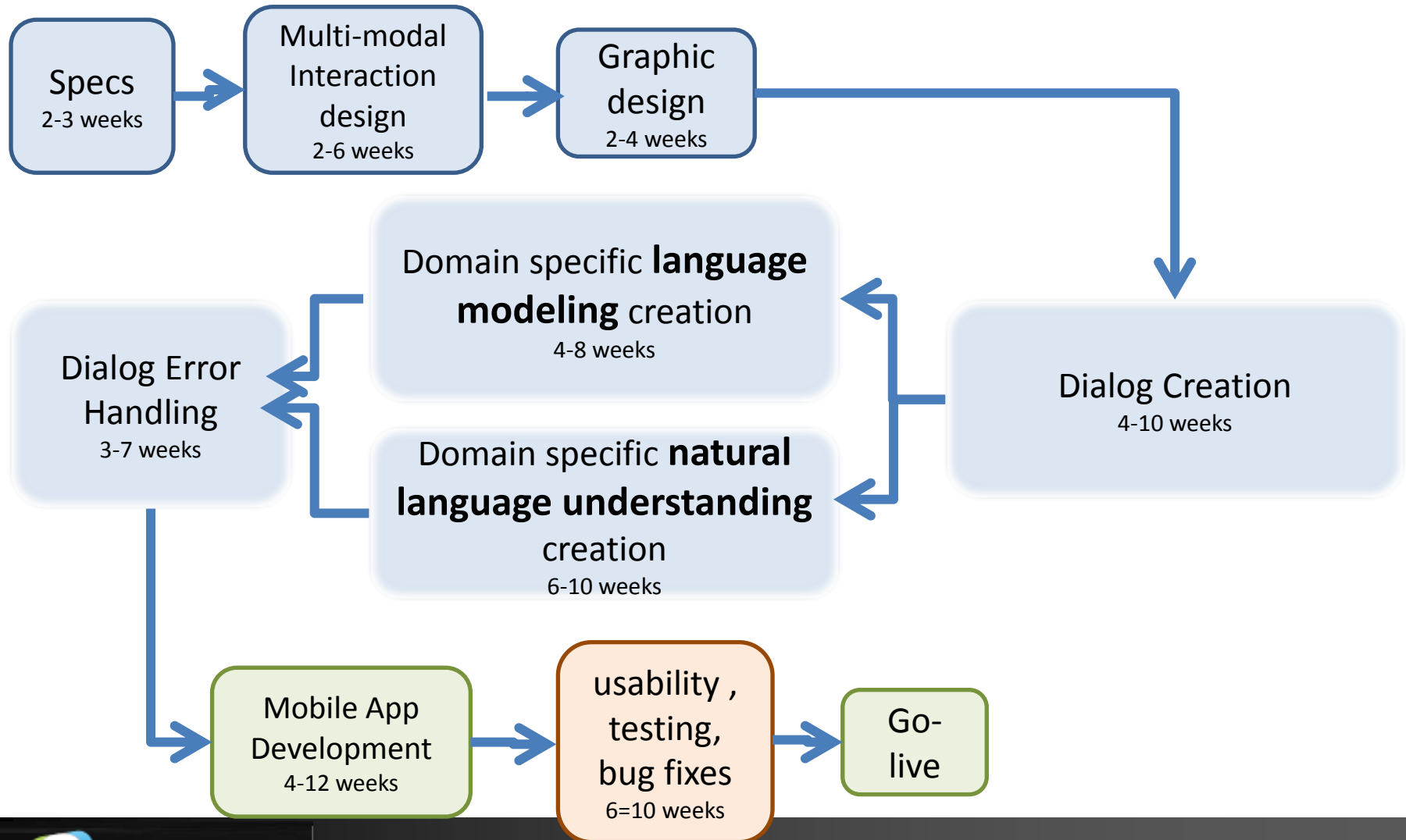
- Remembers
- Can switch between topics

- Use domain specific vocab to reduce recognition error rate

- Knows users preferences
- Intelligent ranking

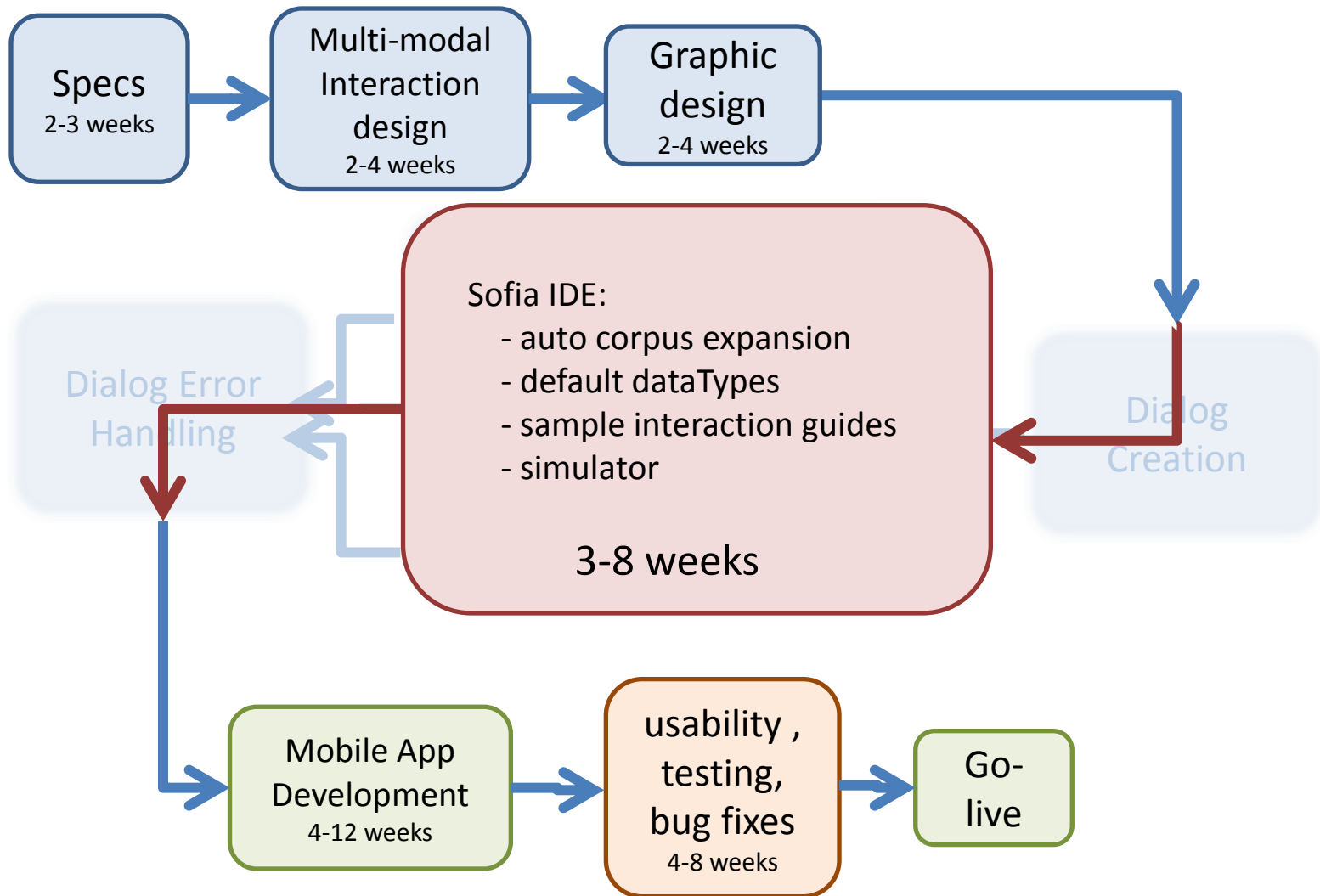
App Creation w/o Sofia

(33-70 weeks of Dev.)

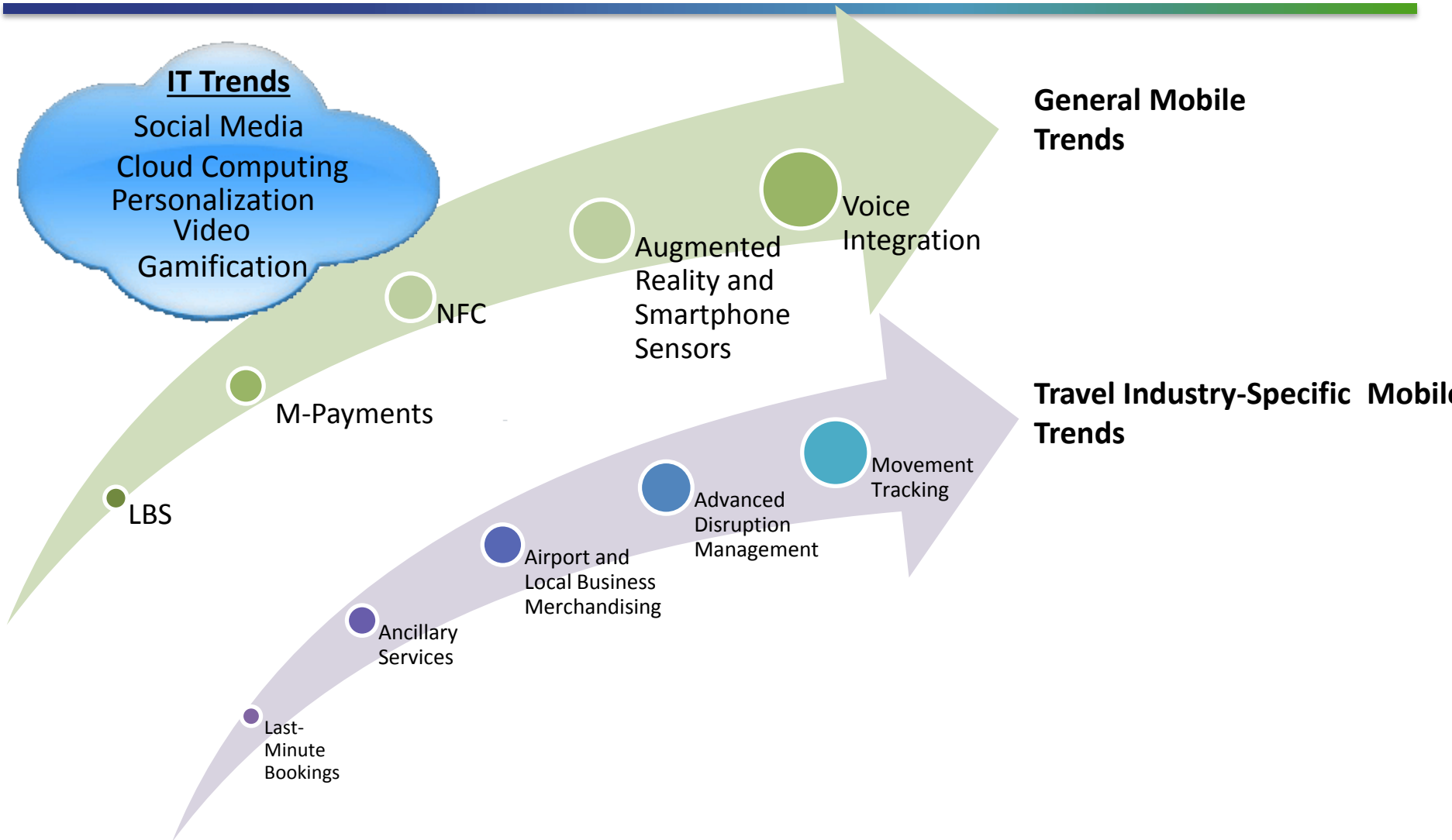


App Creation w/ Sofia

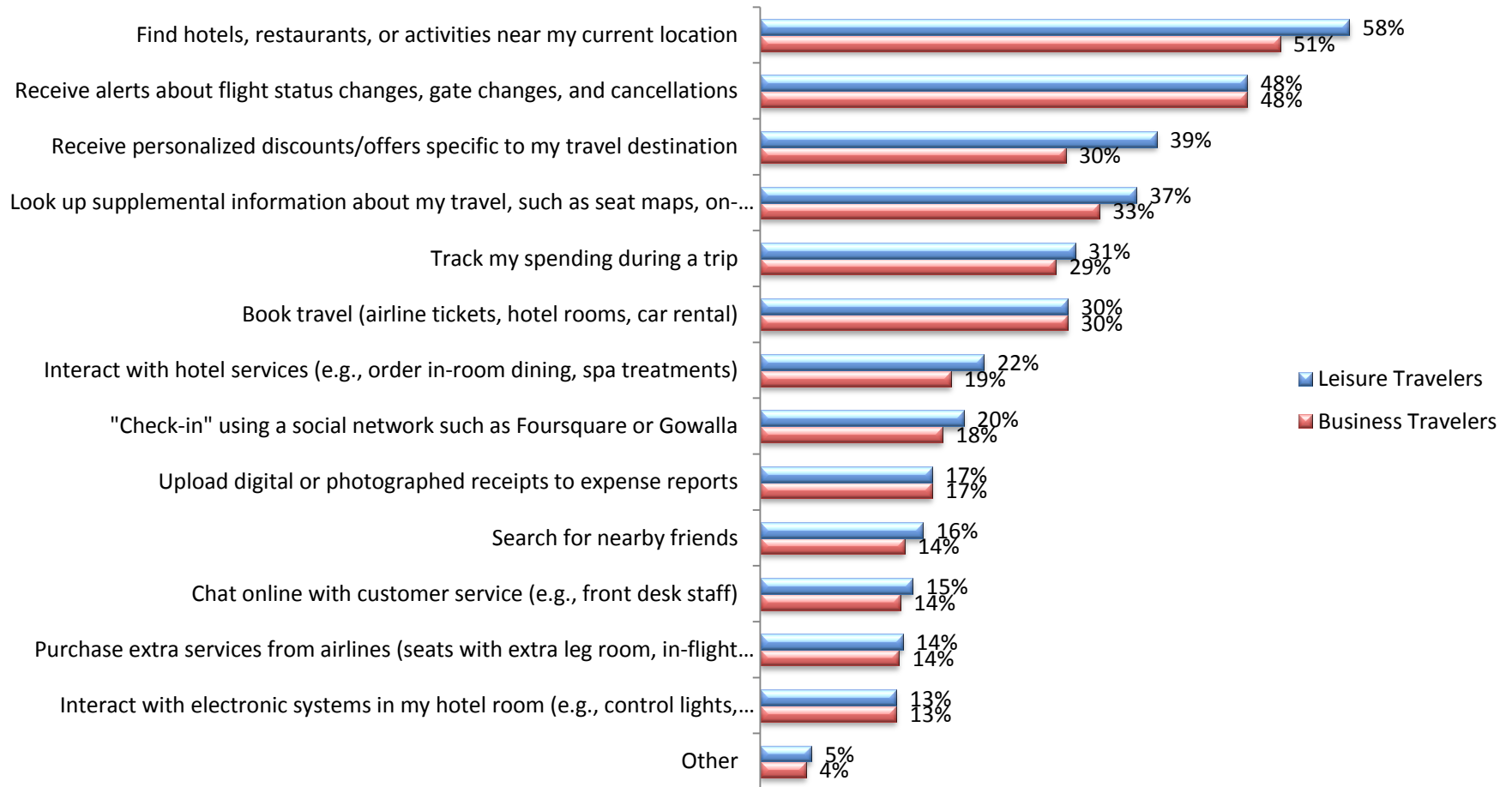
(17-40 weeks of Dev.)



Emerging Mobile Trend in Travel



Interest in Future Mobile Capabilities

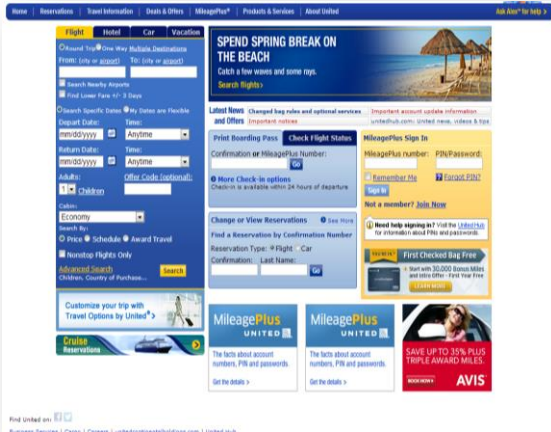


Question: Which, if any, of the following mobile website/app capabilities will you likely use or find appealing when traveling in the future?

Base: U.S. online travelers who access the Internet through their mobile phones (N=1,125); U.S. business travelers who access the Internet through their mobile phones (N=1,526)

Source: PhoCusWright's Traveler Technology Survey 2011,

Current “Access” Channels



Website



Call an agent



Mobile App

Fluential Virtual Agent for mobile



The customer can communicate via voice, text or touch with an intelligent interactive virtual agent anywhere and anytime

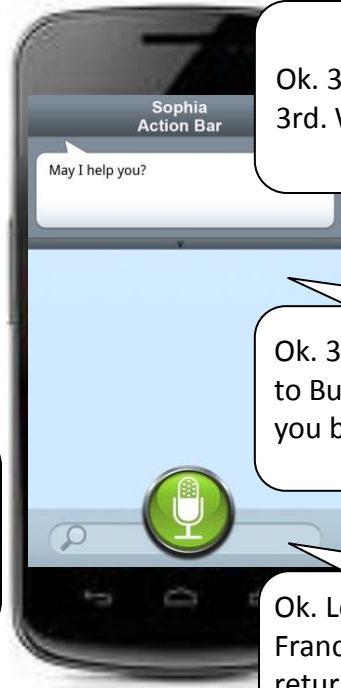
Booking with Fluential Travel Agent



"I need three tickets to Disneyland for the 3rd"

"San Francisco"

"I would like to stay and enjoy the rides but need to return the 10th"



May I help you?

Ok. 3 tickets to fly to Burbank on June 3rd. Where are you flying out of?

Ok. 3 tickets, flying from San Francisco to Burbank on June 3rd. And when will you be coming back?

Ok. Looking for flights from San Francisco to Burbank on June 3rd returning on June 10.

Large Terminology Coverage:

- System understand 25,000+ US Points of Interest
- All commercial US airports, all US cities

Understands Relative Dates

Information can be spoken in any order and in many different variations

Thank You

