

EyeforTravel Europe 2018



destygo

“Build a Chatbot or Voicebot to assist your Travellers
and Provide ROI for your Company ”

Hello



Guillaume Laporte
Co-Founder & CEO

PART I

Bots

Chatbots



Chatbots

DEFINITION

“ A **chat|voice bot** is a **software** able to discuss through **Natural language** with users and offer them **services** adapted to their questions. ”

Chatbots

HOW



User sends inputs

Chatbots

FLOWS



User sends inputs



The chatbot **analyzes** the **request** by **creating vectors** on a character level.

Chatbots

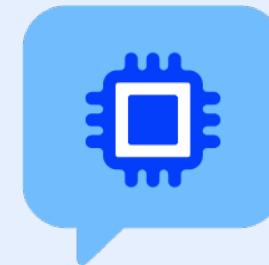
FLOWS



User sends inputs



The chatbot **analyzes** the **request** by **creating vectors** on a character level.



Chatbot **uses a template** to print the appropriate response with variable depending on context

Chatbots

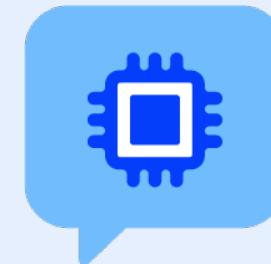
FLOWS



User sends inputs



The chatbot **analyzes** the **request** by **creating vectors** on a character level.



Chatbot **uses a template** to print the appropriate response with variable depending on context

NLP

Cloud A.I

API

Chatbots

MESSAGING
ERA**100 000** Bots

On messenger since 2016

75% of companies will use Chatbots to communicate with their customers by 2020**3** billions active users per month on messaging apps**80%** of mobile apps will disappear in 10 years**4/5** apps downloaded are dedicated to messaging**40%** of mobile apps usages will be done through conversations by 2020

Chatbots

VOICE ?



Users speak

Chatbots

VOICE ?



Users speak



Device
does speech to text

Chatbots

VOICE ?



Users speak



Device
does speech to text



NLP understands
the intent

Chatbots

VOICE ?



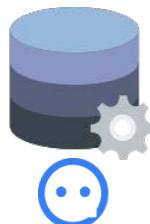
Users speak



Device
does speech to text



NLP understands
the intent



Engine
processes logic

Chatbots

VOICE ?



Users speak



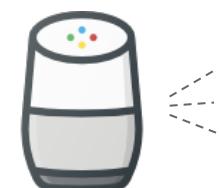
Device
does speech to text



NLP understands
the intent



Engine
processes logic



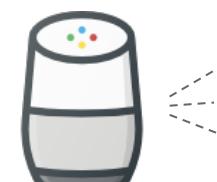
Device
does text to speech

Chatbots

VOICE ?



Users speak

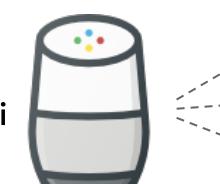
Device
does speech to textNLP understands
the intentEngine
processes logicDevice
does text to speech

93% accuracy

70% to 87% accuracy

100% accuracy

VOICE ?

**Users speak****Device
does speech to text****NLP understands
the intent****Engine
processes logic****Device
does text to speech**

93% accuracy

70% to 87% accuracy

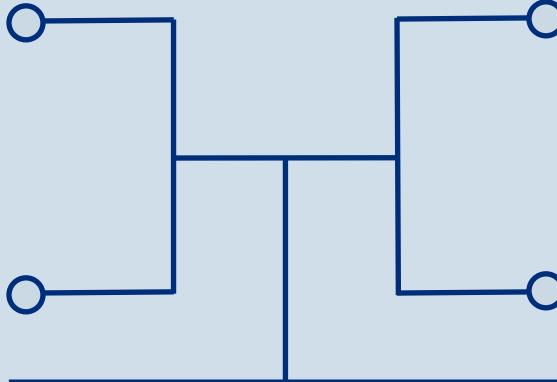
100% accuracy

1505 skills trained**1.5M** labelled messages processed

PART II

How to build a good A.I ?

Internal



destygo

External

IBERIA



vueling



Carlson Wagonlit Travel

THALYS



- + Independant
- Expensive hirings
- Limited insights from industry
- Hard to keep up

- + Faster project
- Cheaper overall
- Few resources
- + Better use-cases

Chatbots

VALUE CHAIN

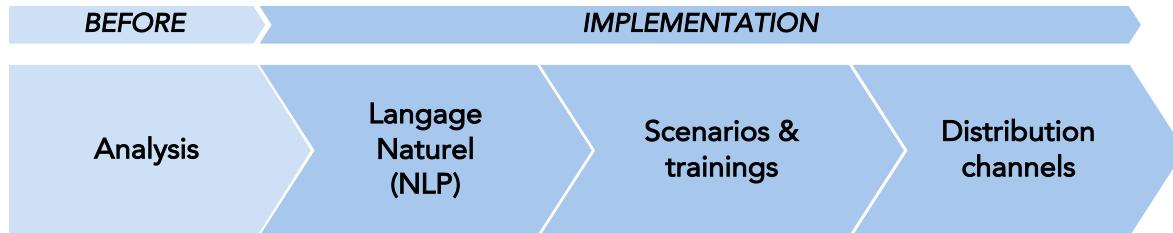


BEFORE

Analysis

Chatbots

VALUE CHAIN



Chatbots

VALUE CHAIN



Careful

Simple things, easy to be wrong

Chatbots

HELPS A HUMANS

**Chatbot**

"I connect you with an agent for your question"

Agent**zendesk**

"Is my flight on time?"

"How to cancel my reservation?"

"I need my expense notes of 28 Feb !"

"I'd like to book several trips"

"How can I optimize my route?"

"Do I need a visa to go to China? Which one?"

**dimelo**

DATA

At Destygo, we have developed our own NLP model : **Destyfier**.

Gather training data for specific skills

Flights infos FR

A quelle heure arrive le vol de Tunis

bonjour, je voudrais connaitre le heure de depart pour fuerteventura demain depuis lyon?

le vol pour funchal de 08h05 est prévue pour partir a quelle heure ?

quelle heure arrive le vol de bejaia

Le vol que je mentionne arrive à 15h40 et non 15h05 ! Retard ?

quel est le retard pour le vol de londres gatwik de 18h40?

Bonjour je suis à la recherche d'un vol retour demain en provenance de Casablanca

EST CE QUE LE VOL AF5313 est en retard ?

bonjour a quelle heure part le vol easyjet pour brest ?

À quelle heure part mon vol en direction de Marseille

Bonjour, je cherche à savoir à quelle heure arrivée le vol Toulouse Lyon, via Easyjet

Luggages FR

dimensions bagages air algerie

air algerie poidsbagages

je vais voyager avec mon bébé ,je voulais savoir si je peux emmener son lait de crossance dans un contenant de 350ml

on peut emporter sa tente deux secondes en cabine avec air corsica ?

Peut-on prendre avec nous un biberon et une bouteille de lait pour notre enfants de 2ans en cabine?

je prends un vol avec mon enfants puis-je prendre un biberon d'eau?

où se situe mon comptoir pour enregistrer mes bagages

poids valise en cabine

Est il possible d.embarquer avec le biberon de mon bébé

J'ai besoin d'emporter avec moi une télévision 157cm. Comment faire ?

NATURAL LANGUAGE PROCESSING Tricks & Tips

ENTITY

List of data entered in the platform:

1.Database: **Rome** is a "city" entity because Rome is in the Vinci destinations database.

2.Regular expression: **team@destygo.com** is an entity "email" because it is a string that meets the requirements of an email address.

WRAPPERS

The wrapper is a context element on an entity that allows you to specify the intent of the user.

from Rome

to Rome

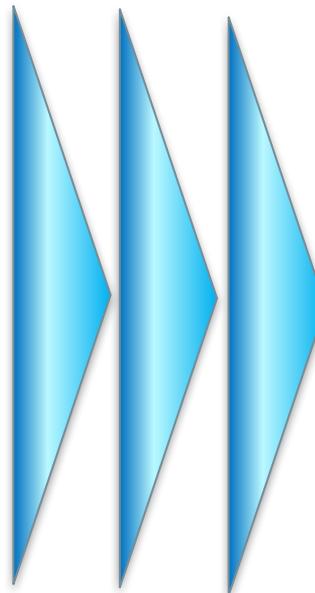
mail **to**
team@destygo.com

mail **from**
team@destygo.com

SPEED

- **Hire team 15 Data scientists**
- **Make a contract with IBM/Microsoft/Google**
- **Do politics**

2 years



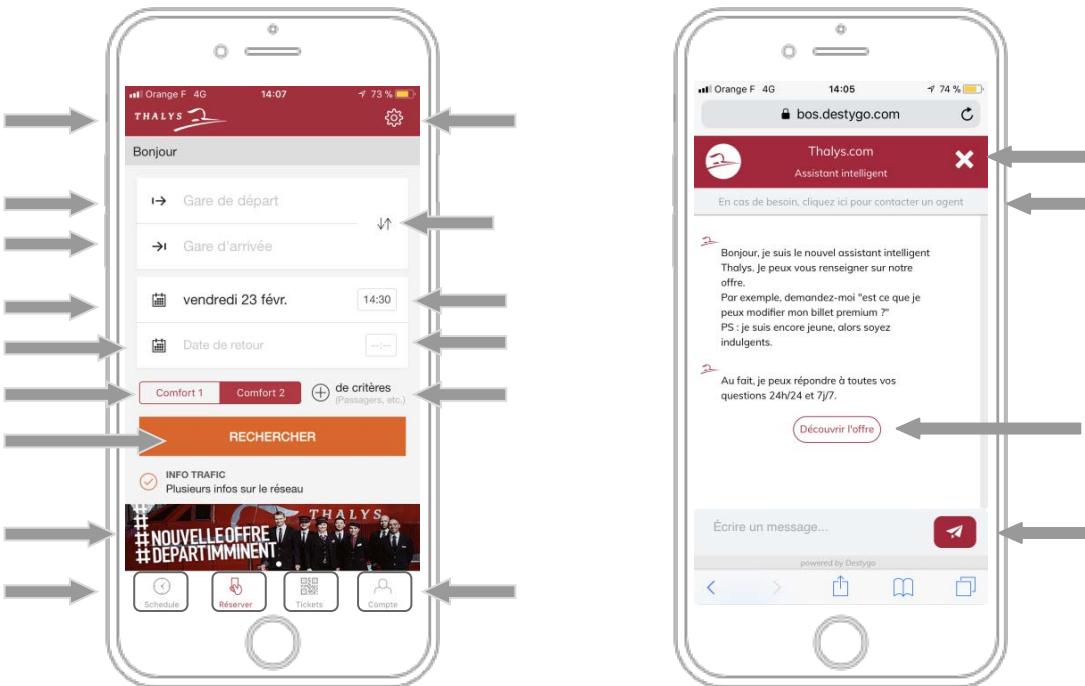
- **Find one champion internally**
- **Partner with startup**
- **Test & Learn**

6 months

BOTS

SIMPLIFIED UX

+15
possibilities

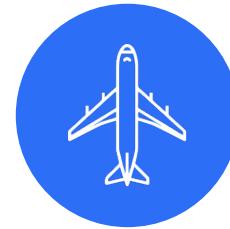


4
possibilities

PART III

DEMO ?

DEMO



Airlines



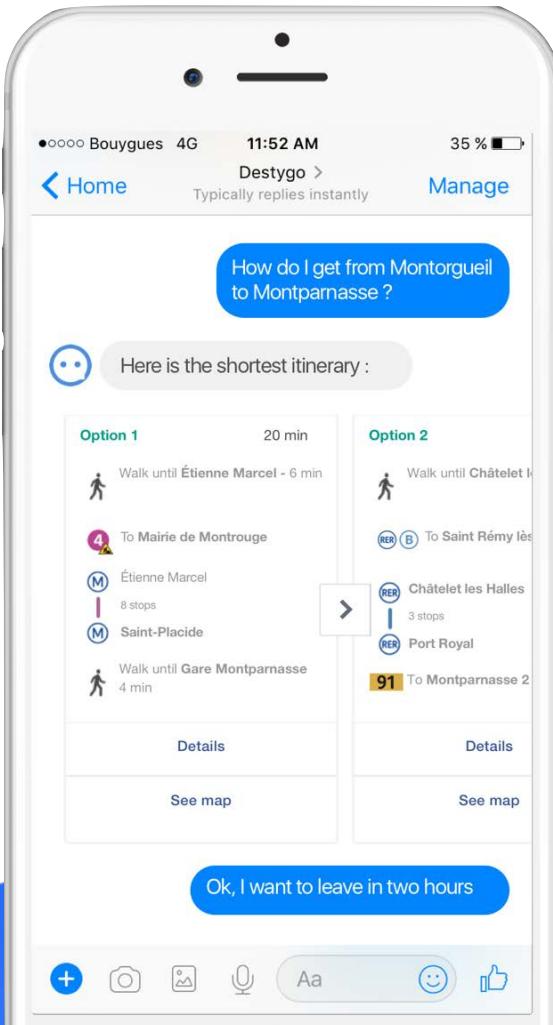
DEMO

destygo



Hotels

DEMO



•oooo Bouygues 4G 11:52 AM 35 %

[Destygo >](#) Typically replies instantly [Manage](#)

How do I get from Montorgueil to Montparnasse ?

Here is the shortest itinerary :

Option 1 20 min

- Walk until Étienne Marcel - 6 min
- To Mairie de Montrouge
- Étienne Marcel
- Saint-Placide
- Walk until Gare Montparnasse 4 min

Option 2 20 min

- Walk until Châtelet les Halles
- To Saint Rémy lès Céreuil
- Châtelet les Halles
- Port Royal
- To Montparnasse 2 min

Details See map

Details See map

Ok, I want to leave in two hours

+ Camera icon Image icon Microphone icon Aa Smile icon Like icon



Transportation

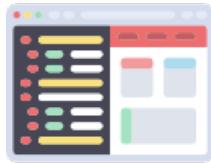


cityway'

Simplifier la mobilité

transdev

INVENTONS VOTRE MOBILITÉ



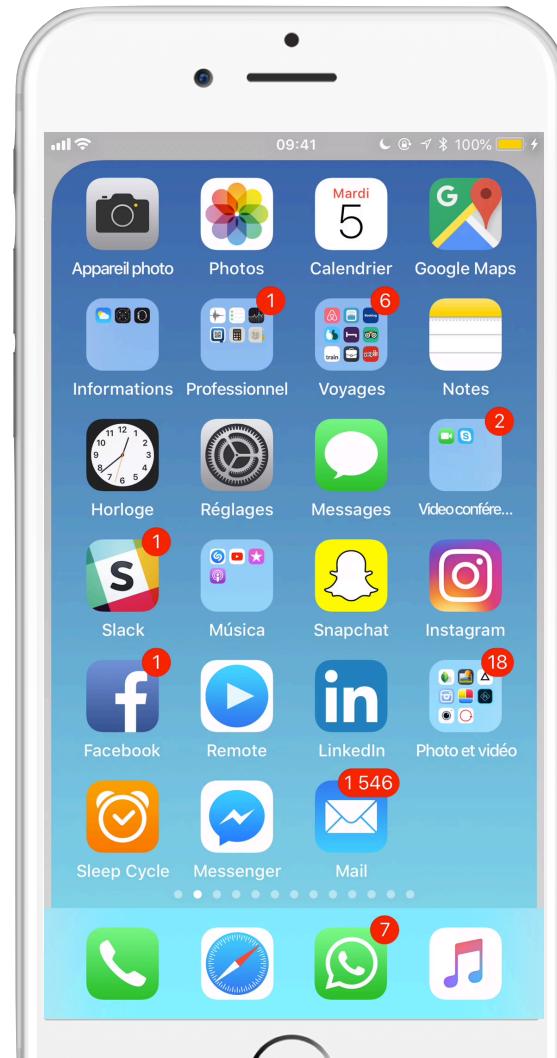
Web-bot

A screenshot of a MacBook Pro displaying the OUIbot website in a Chrome browser. The page has a vibrant orange background. At the top, there's a navigation bar with links like "Menu", "Me connecter", "Mes commandes", the "OUI.sncf" logo, and "Accessibilité". Below the navigation, a message from the bot says: "Bonjour ! Je suis OULbot." followed by "Dis-moi où et quand tu veux partir, je m'occupe du reste !" A red button below the text says "Francfort (Frankfurt) > Paris". At the bottom, there's a message input field with the placeholder "Ecris ton message..." and a send button with a circular arrow icon. The Mac OS X dock at the bottom is visible, showing various application icons.

DEMO



Native Bot
Device
does text to speech



DEMO

Widget

On any website



A screenshot of a MacBook Pro screen showing a MisterFly travel search interface as a floating window. The window has a white background and contains search fields for flights and hotels. The flight search field includes dropdowns for departure and arrival cities, travel dates, and class, along with a red "RECHERCHER" button. The hotel search field includes a date range and a "Passager(s)" dropdown set to "1 adulte". The background of the screen shows a scenic tropical island landscape. At the top of the screen, a blue header bar contains the word "DEMO" in white. The top right corner of the screen shows the system tray with battery level, signal strength, and other icons. The bottom of the screen shows the Mac OS X Dock with various application icons.

PART IV

Destygo

Destygo, specialist of A.I. for travel industry



Who are we ?

Leading technology for Chat | Voice bots



Agencies



Airlines



Airports



Transports



Hotels



Mobility

OUR EXPERTISE

We build all kind of bots



Concierge I.A



Trains



Airports



Airlines



Agencies



Mobility



FAQ



Check-In & Boarding Pass



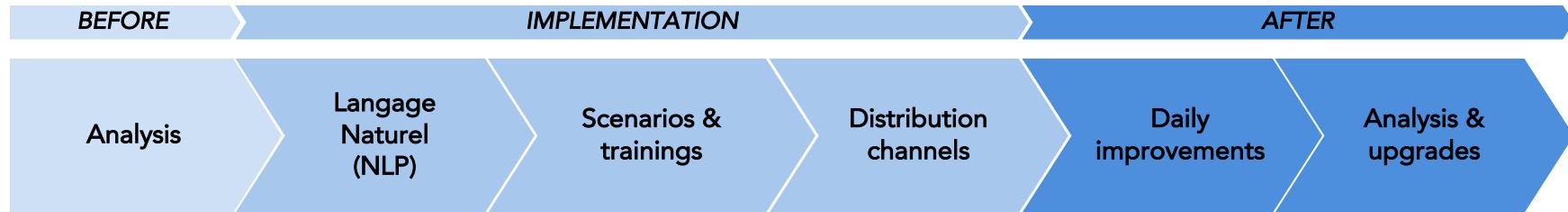
Disruptions & Alerts



Bookings

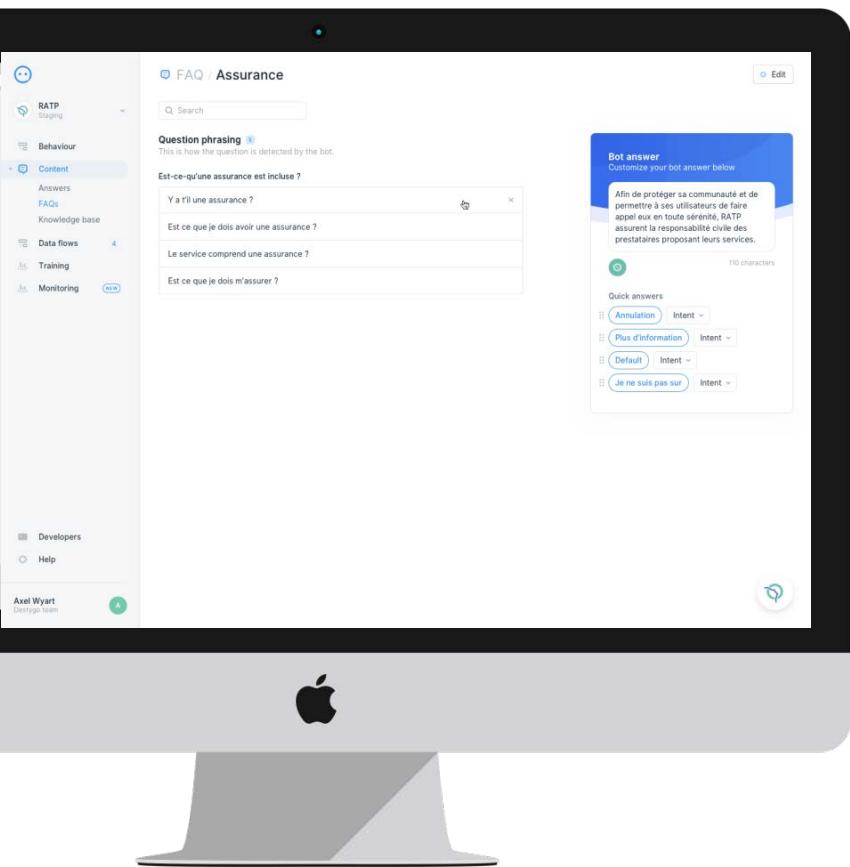
Chatbots

VALUE CHAIN



All in **ONE Package**
recurring model

**LICENCE
PLATFORM
PROFESSIONAL SERVICES**



Our platform

End-to-end solution as a SaaS Enterprise

- Minimum Skills required
- Integrate by API, GDS, NDC, CRM
- Dashboard & KPIs
- NLP Integrated
- Channels connexions

Use-cases & UX



Customer service

Luggages
delays
change
FAQ
coupons



Itineraries

A to B
schedule
stops
destinations
Price



Inspiration

Destinations
schedules
Multi-Products
Images / media
Meta-search



Transactions

Hotels
Flights
Trains
Tube/Bus
Transfers

Our clients

They trust us





USE CASE

Before Destygo



25
conversations/day

1 month after



75
conversations/day

3 months after



600
conversations/day

Results =
Engagement
 $\times 24$

15%  +  85%



Destygo



Native Bot

FAQ
Itineraries
Alerts
Navigate through the app

Results =

+ 100%

Customer efficiency

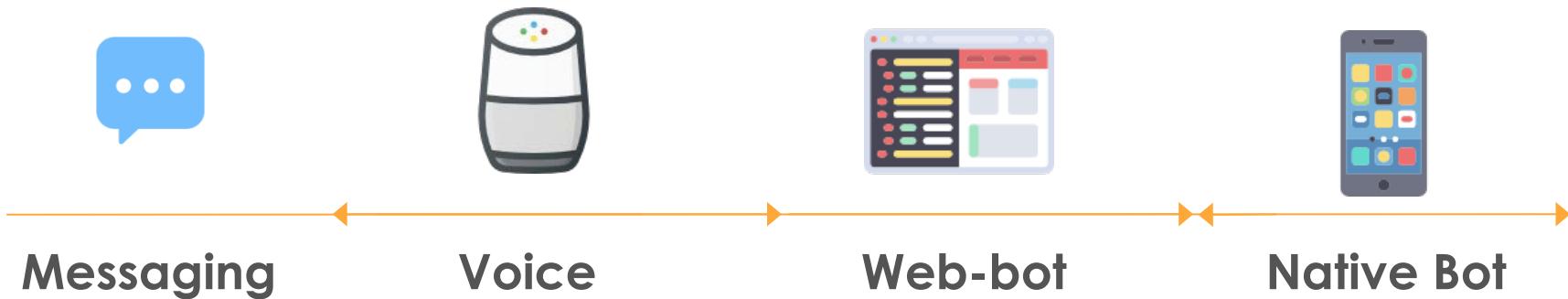


In 5 months, divided by 2 number of requests





Future of customer relation ?





Messenger Platform
Affiliated Partner



QUESTIONS ?



Guillaume Laporte
CEO & Co-Founder



Merci !

