

# EyeforTravel Europe 2018 destygo

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

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# Hello



**Guillaume Laporte**  
Co-Founder & CEO

# PART I

## Bots

# 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

**3** billions active users per

month on messaging apps

**4/5** apps downloaded

are dedicated to messaging

**75%** of companies will

use Chatbots to communicate  
with their customers by 2020

**80%** of mobile apps will

disappear in 10 years

**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 ?



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**NLP understands  
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**Engine  
processes logic**

# Chatbots

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VOICE ?



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NLP understands  
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Engine  
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Device  
does text to speech

93% accuracy

70% to 87% accuracy

100% accuracy



## Chatbots

VOICE ?



Users speak



Device  
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NLP understands  
the intent



Engine  
processes logic



Device  
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93% accuracy

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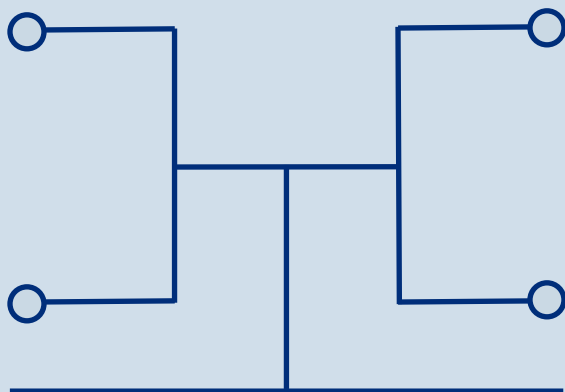
1505 skills trained

1.5M labelled messages processed

# PART II

How to build a good A.I ?

## Internal



## External

IBERIA



vueling



Carlson  
Wagonlit  
Travel

THALYS



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

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

## Chatbots

### VALUE CHAIN

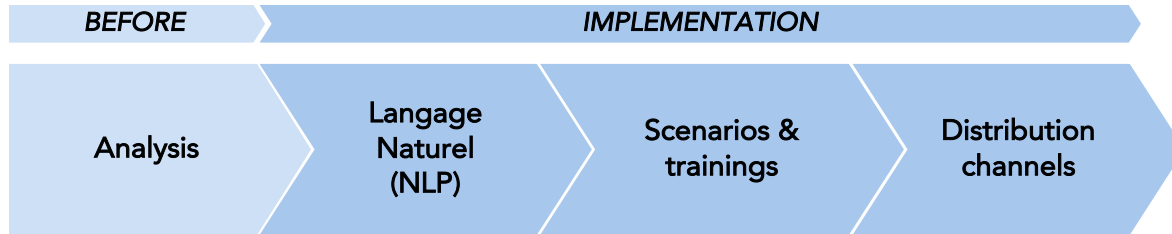


*BEFORE*

Analysis

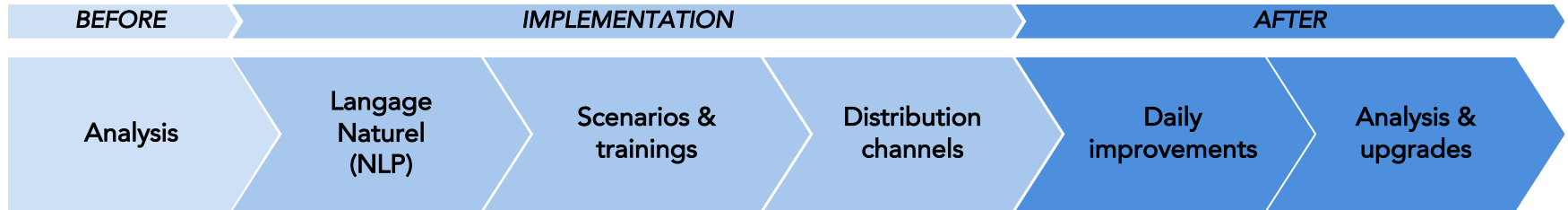
## Chatbots

### VALUE CHAIN



## Chatbots

### VALUE CHAIN



# Careful

Simple things, easy to be wrong

## Chatbots

HELPS A HUMANS



**Chatbot**



**Agent**

"I connect you with an agent for your question"

"Is my flight on time?"

"How to cancel my reservation?"

"I need my expense notes of 28 Feb !"



zendesk



dimelo 

"I'd like to book several trips"

"How can I optimize my route?"

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



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](mailto:team@destygo.com)

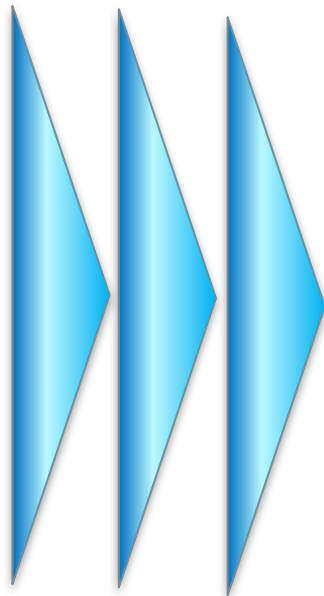
mail **from**  
[team@destygo.com](mailto:team@destygo.com)

## Chatbots

SPEED

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

2 years



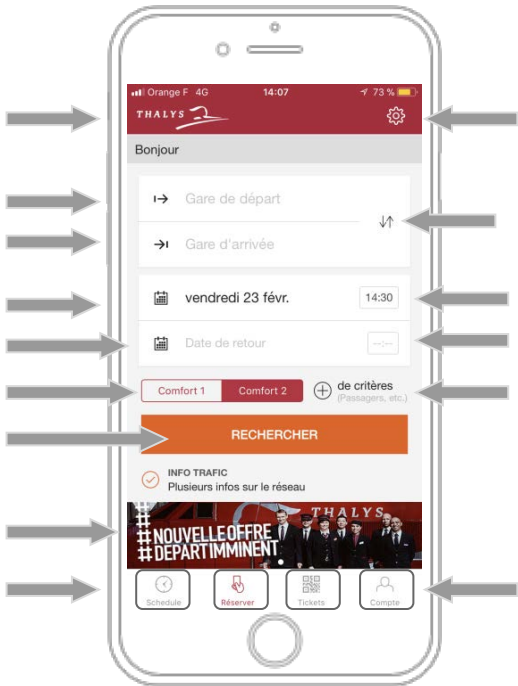
- Find one champion internally
- Partner with startup
- Test & Learn

6 months

# BOTS

## SIMPLIFIED UX

**+15**  
*possibilities*



**4**  
*possibilities*



# PART III

DEMO ?

DEMO

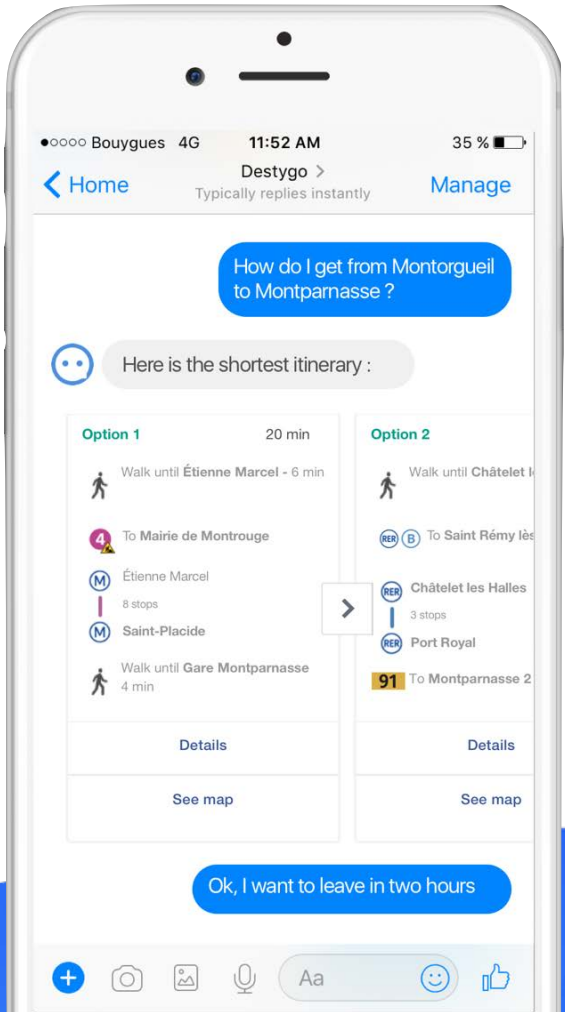


Airlines





Hotels



## Transportation



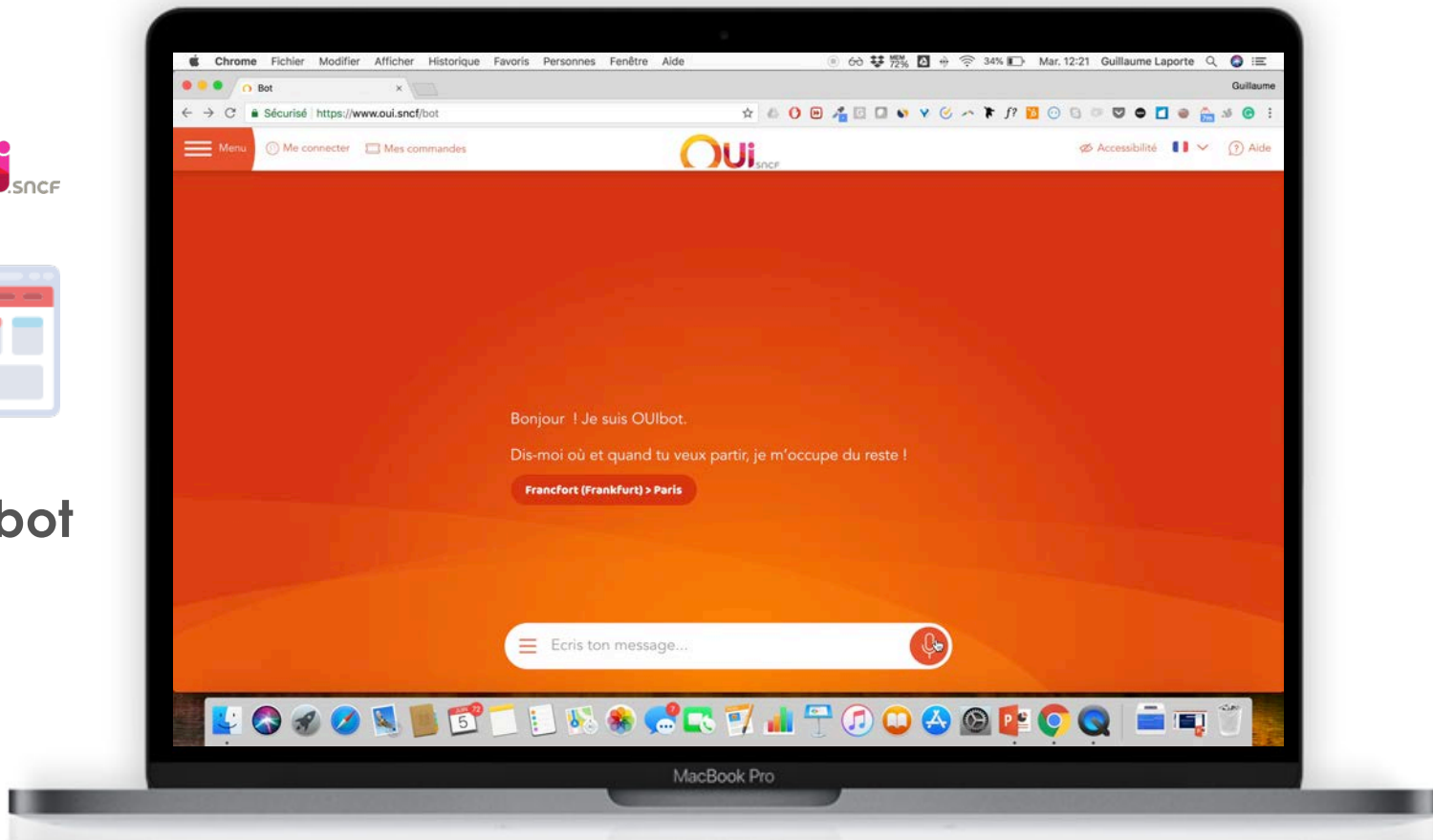
Simplifier la mobilité







## Web-bot



DEMO



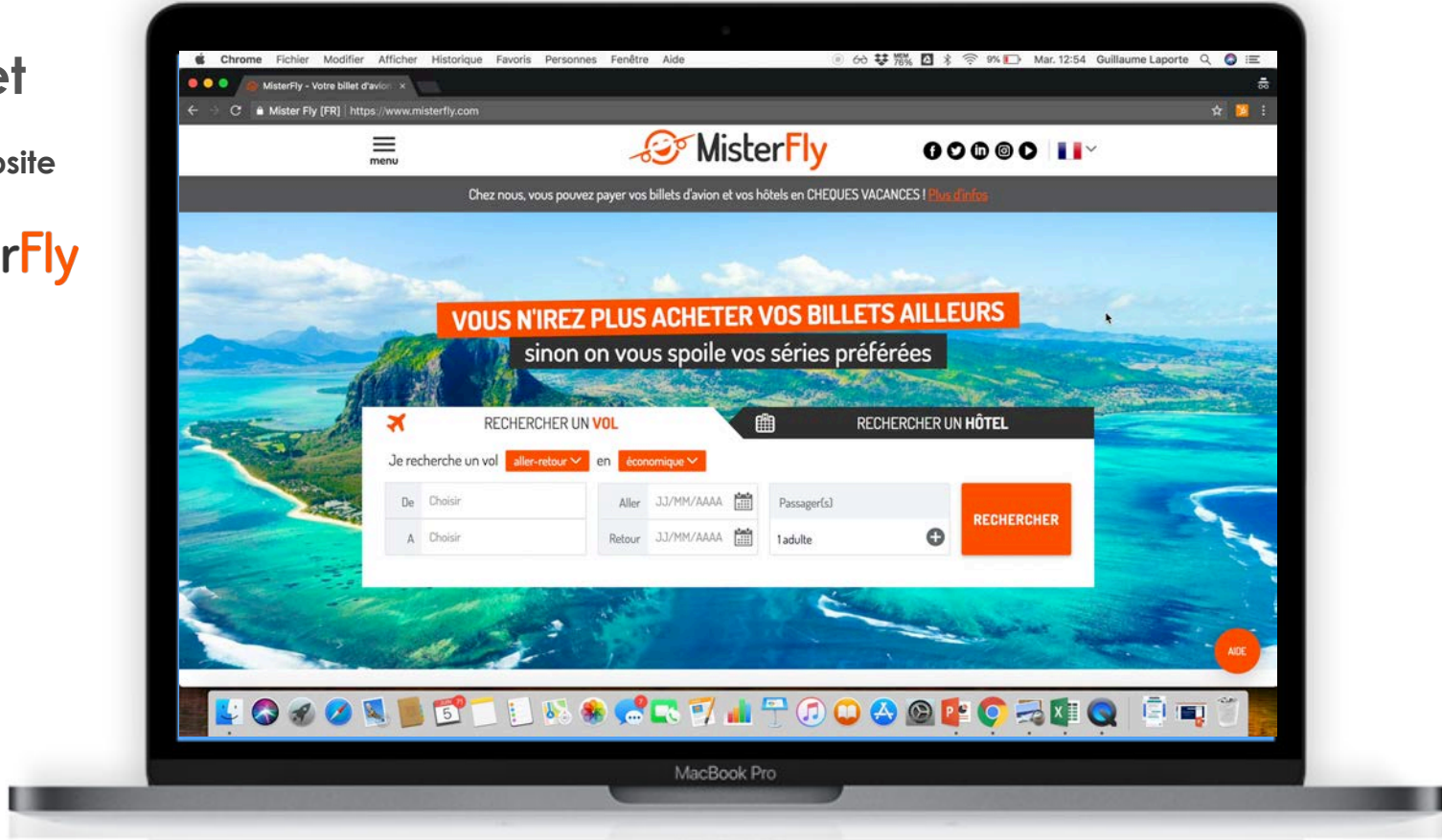
**Native Bot**  
Device  
does text to speech



DEMO

# Widget

On any website



# PART IV

Destygo

# Destygo, specialist of A.I. for travel industry



Destygo

Who are we ?

# Leading technology for Chat | Voice bots



Agencies



Airlines



Airports



Transports



Hotels



Mobility

# We build all kind of bots



Concierge I.A



Trains



Airports



Airlines



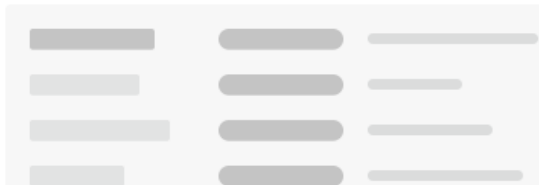
Agencies



Mobility



FAQ



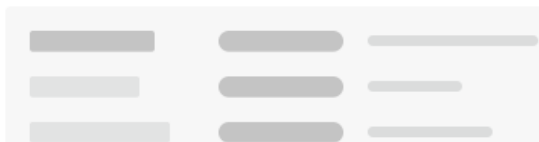
Check-In & Boarding Pass



Disruptions & Alerts

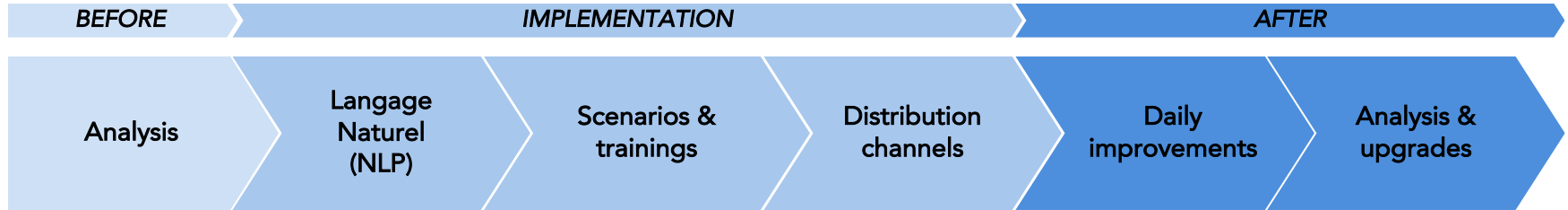


Bookings



## Chatbots

### VALUE CHAIN

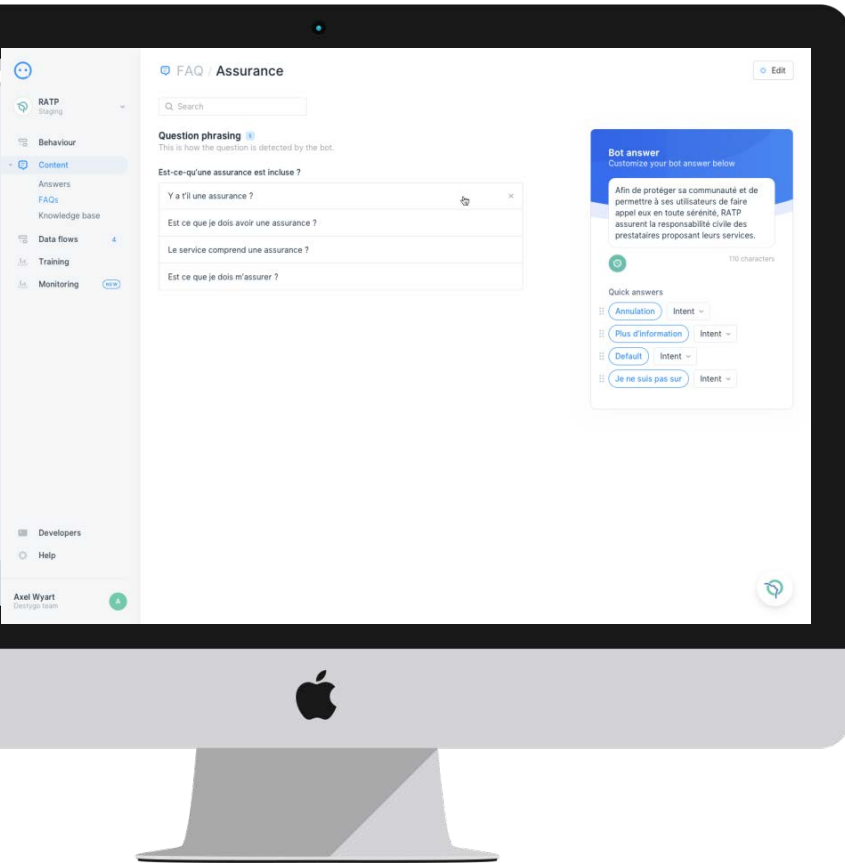


All in **ONE Package**

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



The logo for Destygo, featuring a blue speech bubble icon with two dots inside, followed by the word "destygo" in a lowercase, sans-serif font. The "y" and "o" are blue, while "desty" is grey.

destygo



## USE CASE

Before Destygo



25

conversations/day

1 month after



75

conversations/day

3 months after



600

conversations/day

Results =

Engagement  
x 24

15%

Ratio  
+

85%



# Native Bot



FAQ  
Itineraries  
Alerts  
Navigate through the app



Results =

Customer efficiency  
**+ 100%**

In 5 months, divided by 2 number of requests



Future of customer relation ?



**Messaging**



**Voice**



**Web-bot**



**Native Bot**





# QUESTIONS ?



Guillaume Laporte  
CEO & Co-Founder



# Merci !

