

**TripActions®**

Let's go.



## **Behind the Buzzwords: How Machine Learning is Improving Corporate Travel**



## *AI. Machine learning. Big data. Innovation.*

There's certainly no shortage of buzzwords to describe tech disrupting the status quo, but when it comes to the industry we all live and breathe — corporate travel management — it's important to understand what these buzzwords actually bring to the table.

From helping travelers save time by simplifying search to helping businesses save money with more effective policy parameters, **machine learning is revolutionizing what it means to book and manage travel** — and the powerhouse technology is only getting smarter. Because of this, it's crucial for forward-thinking, growth-focused organizations to recognize the opportunities for AI in corporate travel.

This guide was designed to give those who manage corporate travel programs, experiences, and expenses an inside look at how to leverage intelligent tools to make travel more enjoyable for travelers and cost effective for organizations.

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## First things first: To understand how computers are able to “think,” it helps to look at how humans think.

The human mind learns from experience, and has the ability to apply that experience to new situations. For example, a child may touch a hot stove and feel immediately that it hurts, and then learn to never touch one again. Notably, they can then make connections, extrapolate, and predict that other hot things will similarly hurt and should therefore be avoided. That may sound simple because we often take the human mind for granted, but there’s actually an extraordinarily complicated set of neurological processes happening even in that simple example.

By contrast, traditionally, computers were only able to execute tasks exactly as they were programmed to (ie. display letters when a keyboard is pressed, play a video when one clicks the play button, etc.). When a computer encounters a new situation it doesn’t have instructions for, it doesn’t know what to do, and so it crashes.

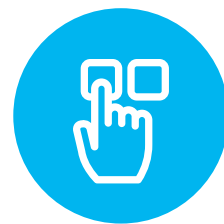
Until..

## Enter: Machine Learning

AI (Artificial Intelligence) is the result of the attempt to replicate this uniquely human ability to “think” via smarter technology. AI-powered computer systems are able to perform tasks that normally require human intelligence, such as speech recognition, visual perception, and more.

Machine learning is a subset of AI through which machines are programmed to independently analyze huge amounts of data, looking for patterns and then making decisions based on the patterns it identifies with minimal human intervention.

Pretty cool, right?



**Humans learn  
from experience**



**Machines learn  
from data**

Of course, it's easier to understand how machine learning works through concrete, relatable examples. To help you better understand how machine learning can specifically benefit you and your business, let's take a more explicit look at how the technology is breathing new, more intelligent life into the end-to-end corporate travel experience.

## How Smarter Technology is Transforming Business Travel

Many legacy corporate travel management tools run on the old model of computing. They serve up a data set (for example, hotels with a vacancy in a select city) and...well, that's about it.

If you're looking for lodging options that the system isn't pre-programmed to display for a specific search, for example, you're out of luck. There's no intelligent learning going on behind the scenes, and no optimization — just blind direction following. You could select the same hotel over and over again, and the system would continue to force you to sift through hundreds of other options you've never selected, and never will.

**If that old model is a hammer, there's a new class of business travel solutions that [use machine learning like a scalpel](#):**

- These tools can surface options that suit each individual's preferences and circumstances because they learn from the aggregate of a traveler's inventory selections, continuously improving the in-app search experience to reduce booking times and make corporate travel more seamless.
- Some solutions take machine learning a step further, recognizing roadblocks in the traveler booking and support experiences to supplement or trigger live human assistance.
- And even more beneficial for the business, smart technologies can even calculate median prices and create easy-to-understand dynamic policies that are tailored to put cost-conscious guardrails around each individual search.

With TripActions' AI-driven personalization, traveler booking time is reduced from an industry average **60 minutes down to just 6 minutes.**







## Machine Learning + Booking

Just as today's video streaming platforms are able to recommend the content you're most likely to be interested in, a machine learning-powered corporate travel booking solution is able to predict the options your travelers are most likely to book. It also balances those personalized results with median price per booking (based on unique search variables such as flight time or lodging location) to ensure bookings remain in policy, and gets smarter with each and every search to continue surfacing even more relevant results.

This intelligent, always-learning technology is how TripActions is able to present the most-likely-to-book flight, lodging, car, or rail ticket within the first five search results for our travelers, **cutting the average booking time down from an industry average of 60 minutes to an average of just 6 minutes.**

Machine learning technology gets smarter with every search instantaneously by taking into account a number of factors, including:

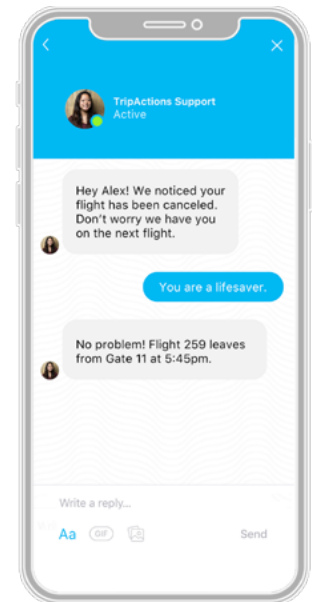
- Inventory booked by other travelers within the organization
- Past search history
- Loyalty club memberships
- Real-time price analysis

## Machine Learning + Support

Another way that machine learning is dramatically improving the end-to-end corporate travel experience is by **intelligently** and **proactively** recognizing when and how someone might benefit from additional support, whether through automation or a real live human.

An intelligent solution can analyze how frequently an individual travels, and send in help if someone needs extra assistance with a booking. Let's say a traveler searches two or more times before selecting a particular flight for a trip that's still a few weeks off — with TripActions' solution, for example, the platform can predict that the traveler is 95% unlikely to book during this session. In this case, our solution will identify that a more hands-on approach is needed and trigger a human support agent to intervene, helping the traveler book exactly what they need so they can focus on what they need to accomplish when there rather than focus on the process of getting there.

This is also true on-trip, when machine learning technology can be leveraged to catch a flight delay or other travel disruption, proactively surfacing alternative options and bringing in live human support where necessary so travelers are never left feeling stranded while on a trip.

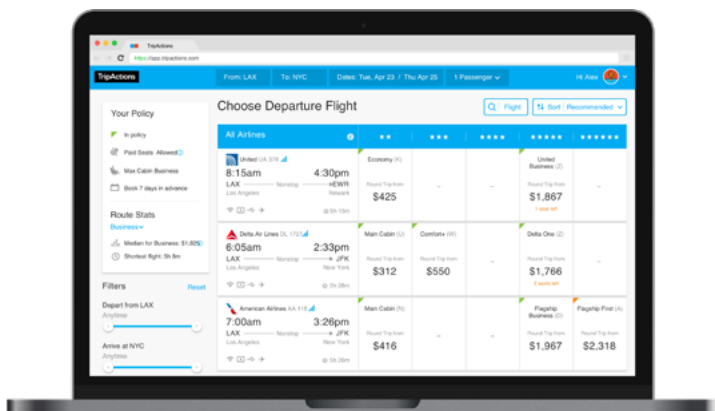


## Smart Technology Is the Future of Business Travel

Booking business travel isn't a hobby — road warriors simply want to easily find and book the trip that's best for them while remaining in policy, arrive at their destination as seamlessly as possible, and feel supported at every step of the way.

Unfortunately, legacy business travel systems are uniformly ill-equipped to make these basic wishes a reality. But machine learning and other intelligent technologies are ushering in a new age for business travel altogether, one that's able to present highly personalized results for travelers while also taking the organization's policies into account.

This is the future of business travel — and with TripActions, that future is now.



Machine learning isn't about replacing humans with machines — it's about knowing how to leverage a human interaction in the right way at the right time to get the traveler from Point A to Point Z as seamlessly as possible.

At TripActions, we believe being there in person is powerful. It enables employees to build relationships, close deals and drive growth. Fast becoming the default for corporate travel, TripActions is the modern business travel platform that combines the latest AI-driven technologies with unrivaled flight, lodging and rental car choice and 24x7 365 live human support to delight employees, finance leaders and travel managers alike—all while empowering organizations to seize travel as a strategic lever for growth.

Delivered within a powerful, easy-to-use mobile-first interface, TripActions is trusted by more than 2,000 customers globally—including WeWork, Lyft, SurveyMonkey, Marine Layer, Chubbies, Sara Lee Frozen Bakery and the ACLU—to help reduce average booking time from 60 minutes down to six while achieving an unprecedented 93% traveler satisfaction and up to 34% savings on lodging alone.

The future of business travel has arrived. Power your organization's growth and delight your employees with TripActions. Let's go! Learn more at [tripactions.com](https://tripactions.com) or on the [TripActions blog](#).



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