BUDAPEST AIRBNB
User Journey Workflow

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Executive Summary

Objective:

Redesign the Budapest booking workflow using **Revenue AI's Cognitive Copilots** to reduce friction at the payment step, boost booking completion rates, and elevate the overall user experience. By integrating tools like **RAI Base, RAI Price, Postman Flows,** and other AI components, the system becomes smarter, more intuitive, and optimized for conversion.

Context:

Javier, Airbnb's Revenue Optimization Manager, oversees pricing and booking performance in Budapest. After identifying **high drop-off rates** during the payment stage, he implemented Revenue AI's copilots to streamline the user journey. While he encourages users to adopt the agentic workflow for a faster, AI-assisted experience, he also maintains a manual user journey for **flexibility.** This balanced approach ensures a seamless transition for users, offering both a traditional and an AI-enhanced pathway to successful reservations.
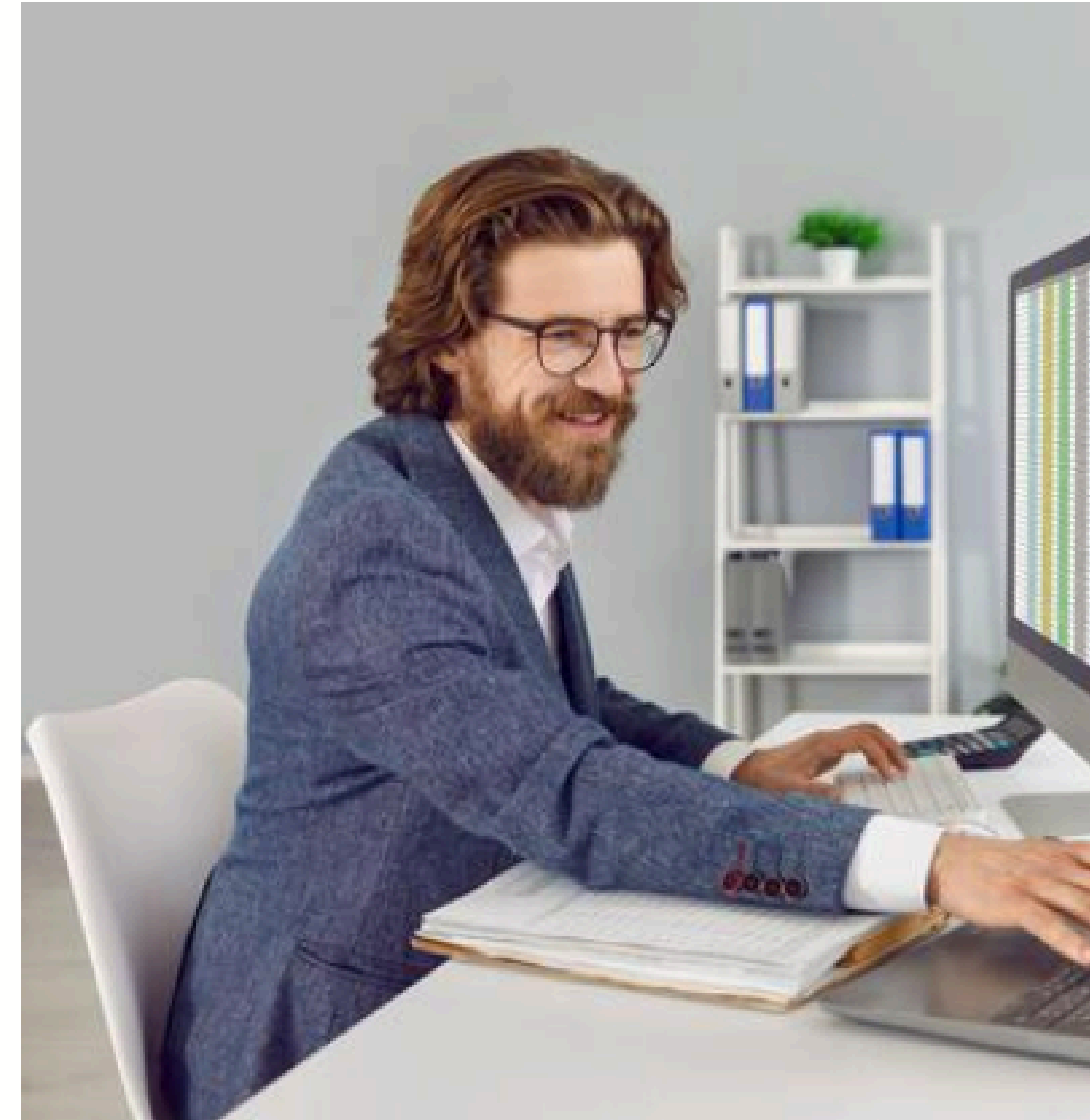
Manual User Workflow

- The user begins at the Airbnb home screen and initiates a **search** restricted to Budapest properties.
- They apply **filters** based on price, date, and day range to view a curated list of available rooms.
- From there, they can proceed to book a **room or cancel** an existing reservation.
- Upon booking, users receive a confirmation email and enter a **24-hour holding period.** If payment is not completed, they receive a 12-hour reminder, followed by a cancellation notice and rebooking prompt.
- Beyond booking, users can access a detailed booking history, **filtered by price or date,** and print this data as needed.

This journey balances autonomy and structure providing users with control while ensuring **clarity, automation, and timely interventions** that reduce friction and support Javier's goal of improving completion rates.
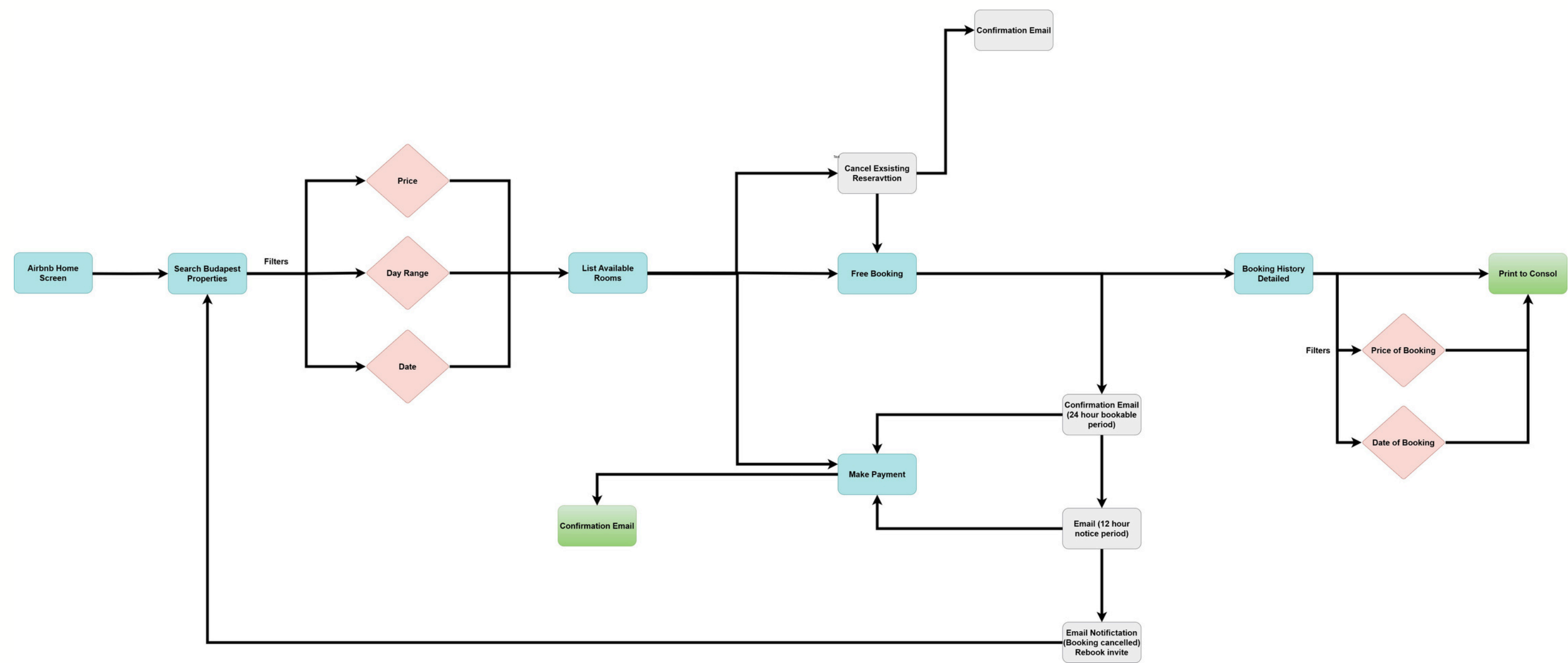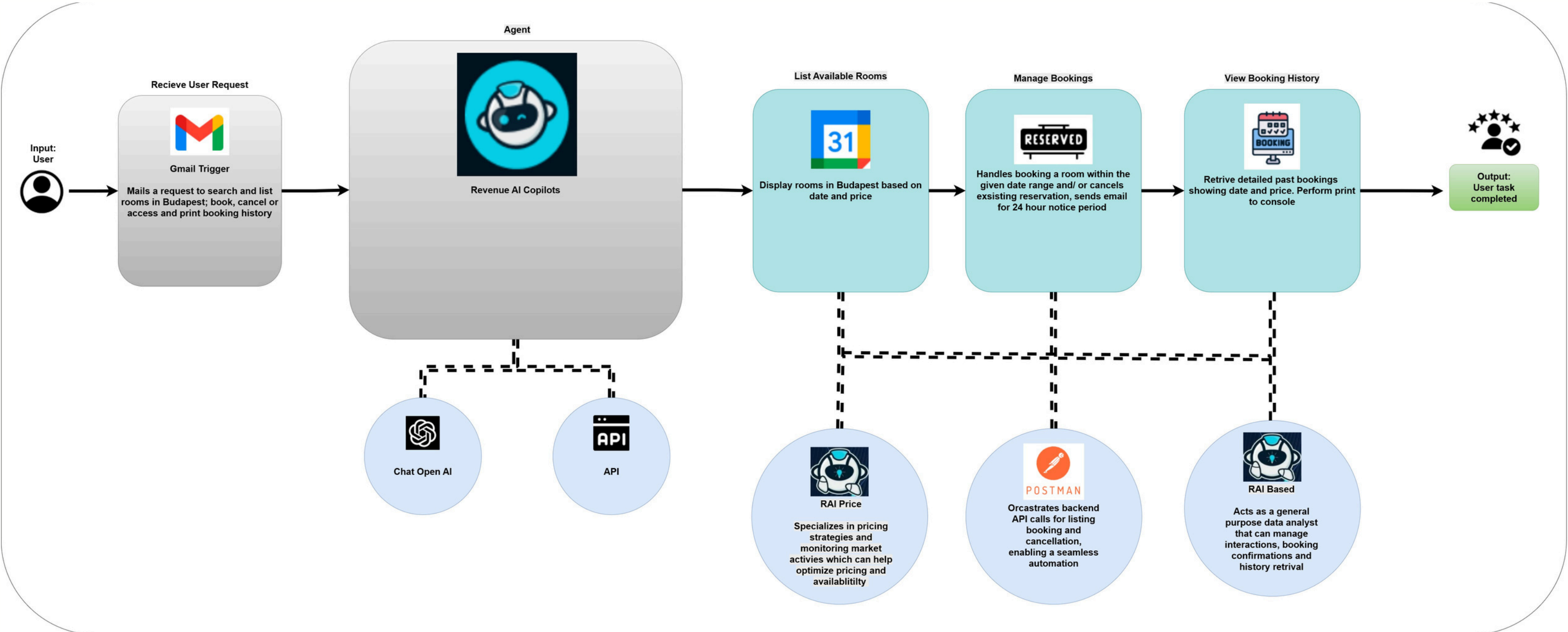
Revenue AI Workflow

- The user **initiates a booking-related request** through a Gmail-triggered chatbot; whether to search, book, cancel, or retrieve bookings.
- From there, Revenue AI copilots take over: RAI Base **interprets** the request and coordinates user interaction, while RAI Price **filters** Budapest-only listings based on date and price, optimizing availability in real time.
- All backend processes, **room listing, booking, cancellation, history retrieval and formatting for print** are orchestrated through Postman Flows and/or RAI Base, which execute and manage the necessary API calls. This allows the copilots to act without friction, automatically sending confirmations, reminders, and cancellation notices.

The result is a seamless, low-effort user experience that **reduces steps, saves time, cuts costs,** and directly supports Javier's goal of improving booking conversions.
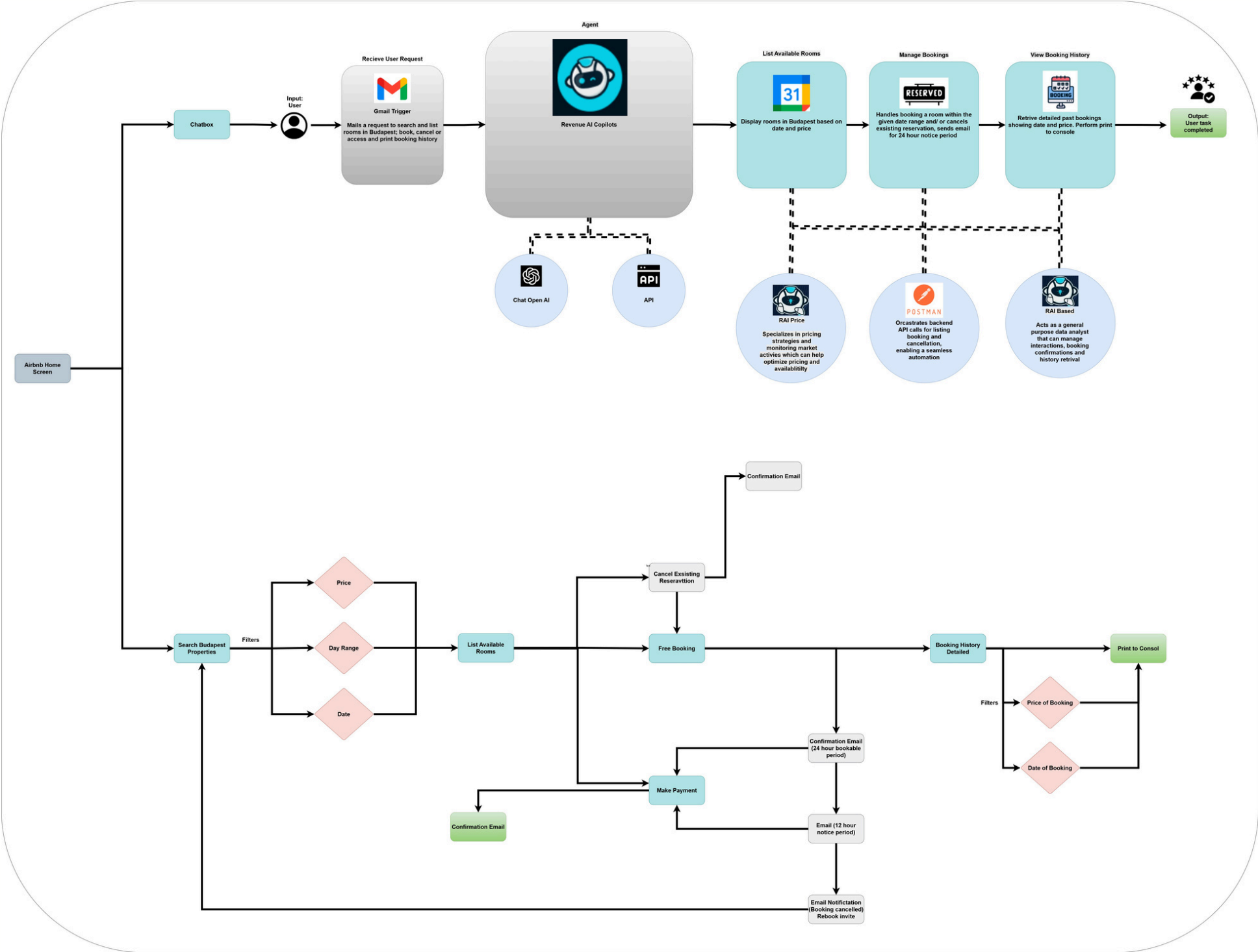
Refined Booking Workflow to Boost User Conversions

While the optimized manual workflow improves user experience by reducing friction, the AI-driven agentic workflow provides a seamless and efficient alternative. By leveraging Revenue AI's copilots ChatGPT, and Postman Flows, the agentic approach **minimizes user steps, enhances automation, and significantly boosts conversion rates.** Javier's decision to incorporate both workflows ensures a balanced approach, offering users flexibility while streamlining operations and maximizing booking success.

To fully realize the benefits of this dual-system strategy, Javier should continue investing in agentic tools that **scale personalization while reducing operational complexity.**

Thank you