

Launching Agentic AI features for Amber

By Bishal Kumar Rauniyar

About Amber Company?

Amber is a global student accommodation platform designed to help students seamlessly find and book housing near universities across the world. Founded in 2017 and headquartered in Pune, India, Amber caters to students from over 250+ cities across the globe, offering verified listings across major academic destinations such as the UK, US, Canada, Australia, Ireland, and more. Through tech-enabled services, AI-powered tools, and end-to-end assistance, Amber simplifies the rental journey while ensuring transparency, safety, and convenience for both students and property managers.

Amber Stats?

- **User Success:** Amber has helped over **1 million students** worldwide secure accommodations, ensuring a hassle-free transition to new cities.
- **Efficiency Boost:** With Amber's tech and AI-driven tools like dynamic pricing engines and real-time dashboards, property managers achieve operational efficiency and increased occupancy rates.
- **Growth Impact:** Amber is rapidly scaling globally, with a **Gross Booking Value (GBV) of \$600M in 2022**, expected to exceed **\$1.2B in 2023**. The company is profitable and continues expanding into new markets.
- **ROI & Conversion:** Amber's end-to-end platform increases booking rates, provides student loan assistance, flight booking discounts, and other value-added services that lead to stronger partner conversions.
- **Niche Area:** Amber's services cover student housing, lead generation for landlords, AI-driven property management, and personalized assistance for international students.

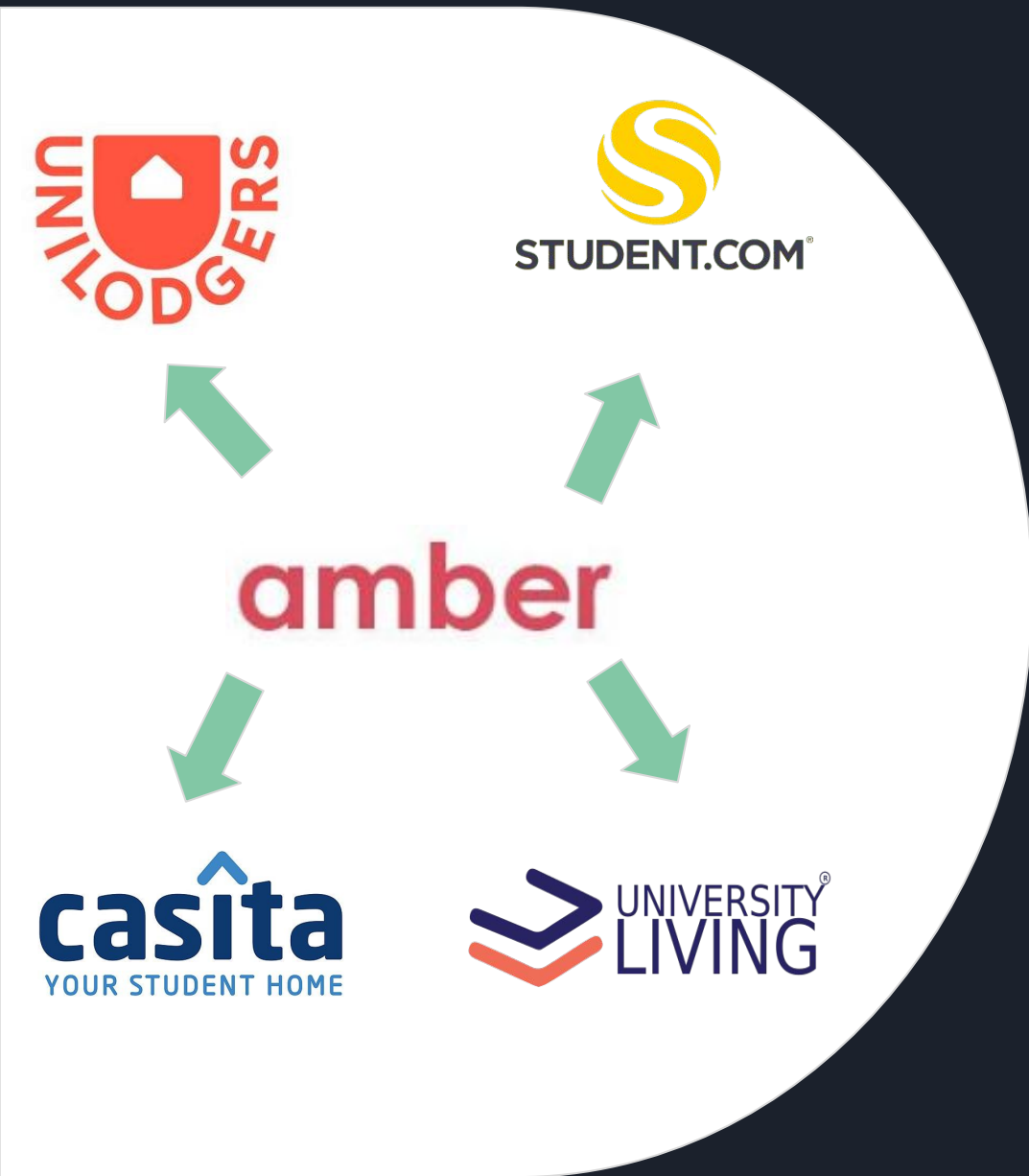
➡ 1M+
User Base

📍 Global
Presence

★ 800+
Universities Covered

Amber vs. it's Competitors ↩

Feature	Amber	Unilodgers	Student.com	Casita	University Living
Global Reach	800 universities across 7 countries	Focus on UK & Australia	400+ cities globally	100+ cities globally	Focus on Asia & Europe
Property Listings	340+ operators in 250 cities	Limited to select regions	Extensive listings	Moderate listings	Regional focus
User Interface	Intuitive and user-friendly	Moderate complexity	Clean and easy-to-navigate	Simple and functional	Moderate complexity
Verification Process	Rigorous and verified	Basic checks	Verified accommodations	Verified accommodations	Moderate verification
Customer Support	Dedicated support team	Standard support	Standard support	Fast response	24/7 dedicated support
Pricing Transparency	Flexible pricing plans	Standard pricing	Competitive pricing	Transparent pricing	Flexible pricing plans



Our Goal

Launching Agentic AI features for Amber.

Features Overview

With Agentic AI: The platform is designed to independently manage customer follow-ups and address complaints post-delivery, resulting in an impressive reduction in time and costs by up to 80%. This streamlined approach not only enhances operational efficiency but also ensures that customer concerns are promptly resolved, leading to improved satisfaction. Furthermore, the data collected through these interactions provides valuable insights that can be utilized to refine internal policies and formulate strategic action plans. By leveraging this data, the organization can continuously enhance the customer experience, fostering loyalty and driving future growth.

Understanding the High Latency-> More Cash Burn Pipeline

Customer



Queries/Complaints/
Follow-up/Announcement



Human Interaction



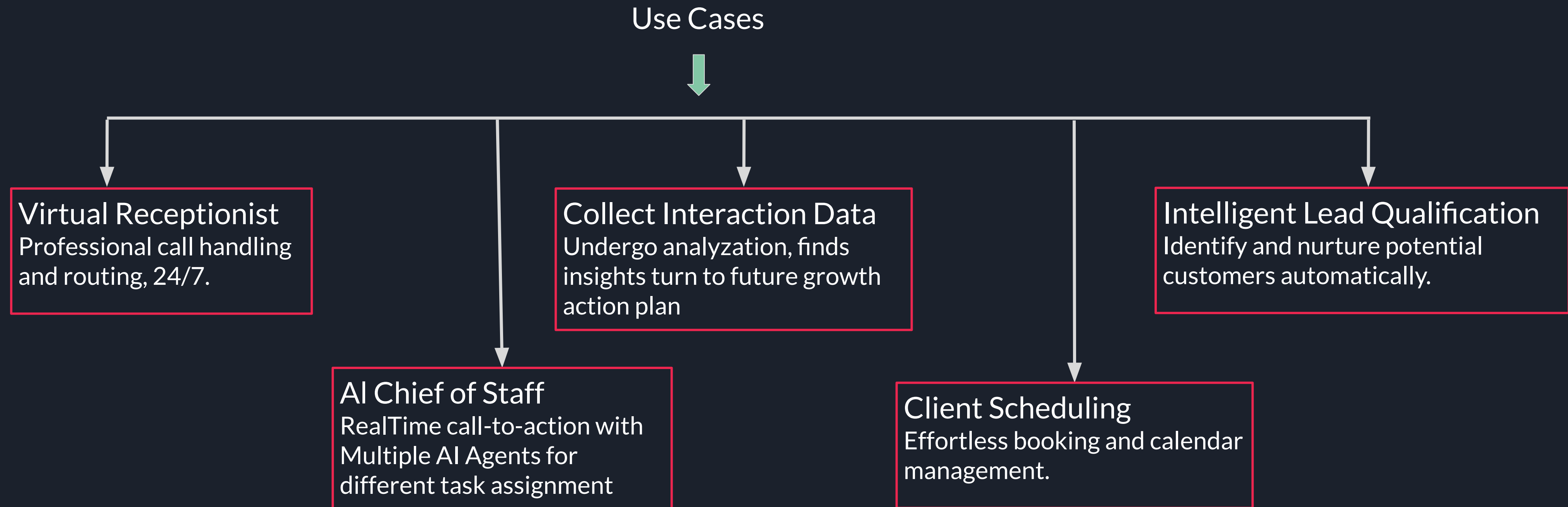
Time Consuming



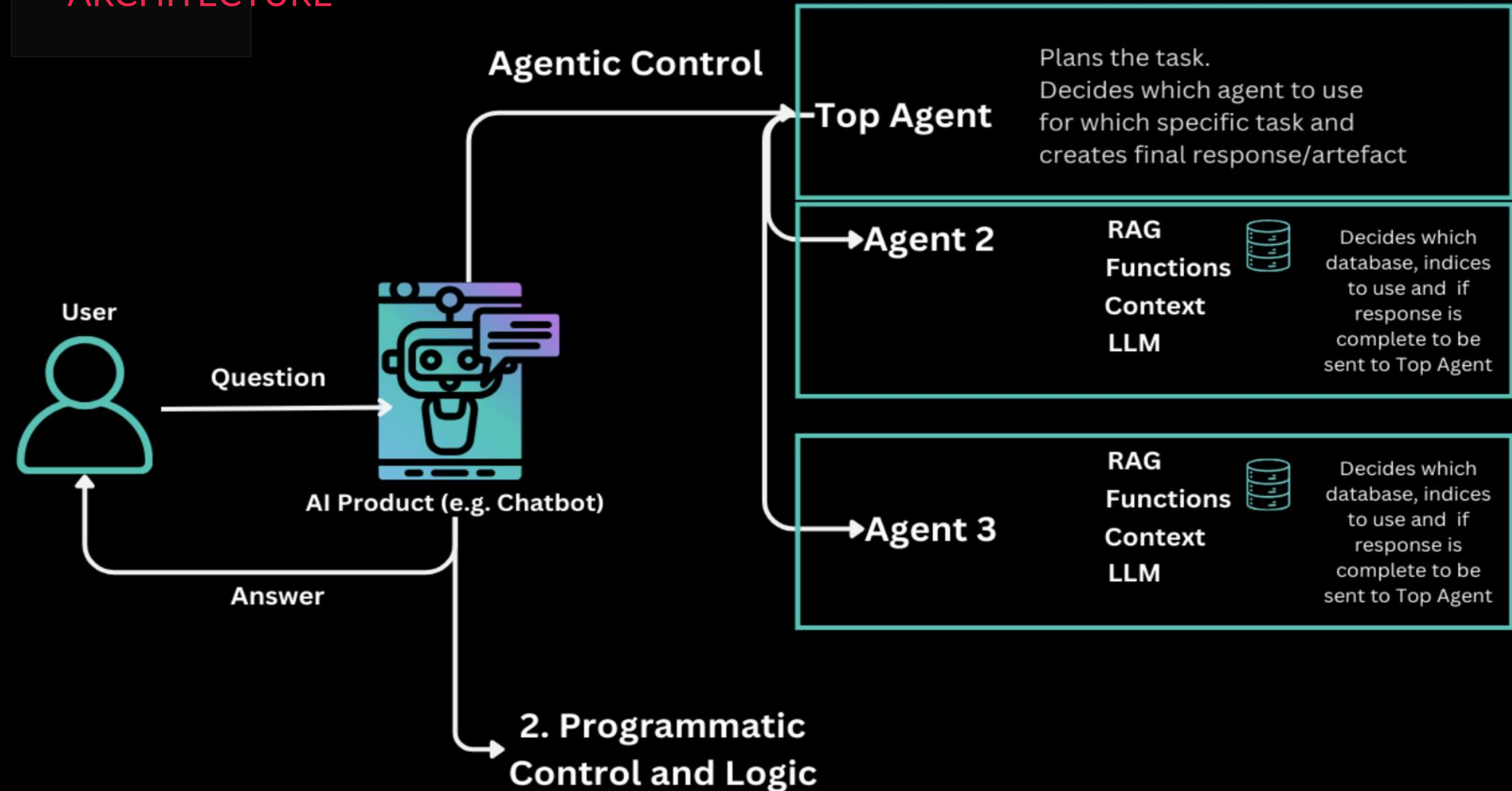
For 24*7->More Human
Resource-> High cost

With Agentic AI,

No latency-> Cost effective-> Future growth Action Plan



ARCHITECTURE





Thank You!

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