



Improved efficiency in Travel Customer Service using Amazon Q's



Ayyanar Jeyakrishnan

Principal Engineer - Executive Director - WellsFargo

AWS Machine Learning - Community Builder

Agenda

01 Problem Statement

02 Solution

03 Architecture Discussion

04 Demo - Amazon Q

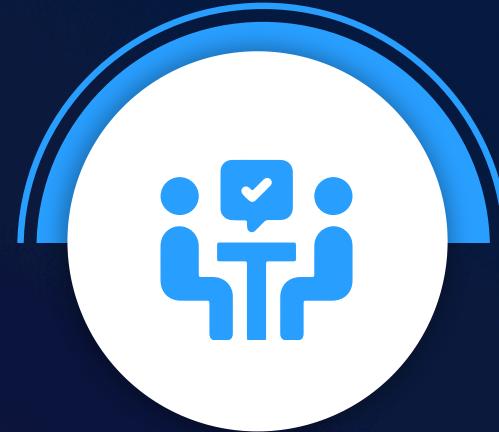
About



Bluwave Holidays offers bespoke Maldives travel experiences and premium vacation packages tailored to discerning travelers preferences.

With a focus on luxury accommodations and exceptional customer service, they ensure unforgettable journeys to this exotic destination.

Problem Statement



Limited Capacity

Operated by just 2 individuals, encountered hurdles managing a surge in booking inquiries via phone and email.



Dynamic Pricing Complexity

Fluctuating resort prices made it challenging to promptly provide accurate quotes to customers, requiring manual sourcing of pricing data.



Customer Inquiry Handling

Customer inquiries necessitated checking various sources, leading to response delays and potential business loss.

Solution - Amazon Q



Automated Data Integration

Crafted a user-friendly AWS Amplify interface for resorts to upload data effortlessly. Integrated with Amazon Q via event-driven mechanisms for real-time access to standardized data, including pricing.



Conversational Interface

Boosts efficiency with Amazon Q's Chat Web Experience tailored conversations, enabling quick, precise answers.



Amazon Q Apps

Elevate your web experience with Amazon Q Apps. Quickly create task-specific apps, like formatting pricing or enhancing productivity with Room Option Apps.



File Upload Capabilities

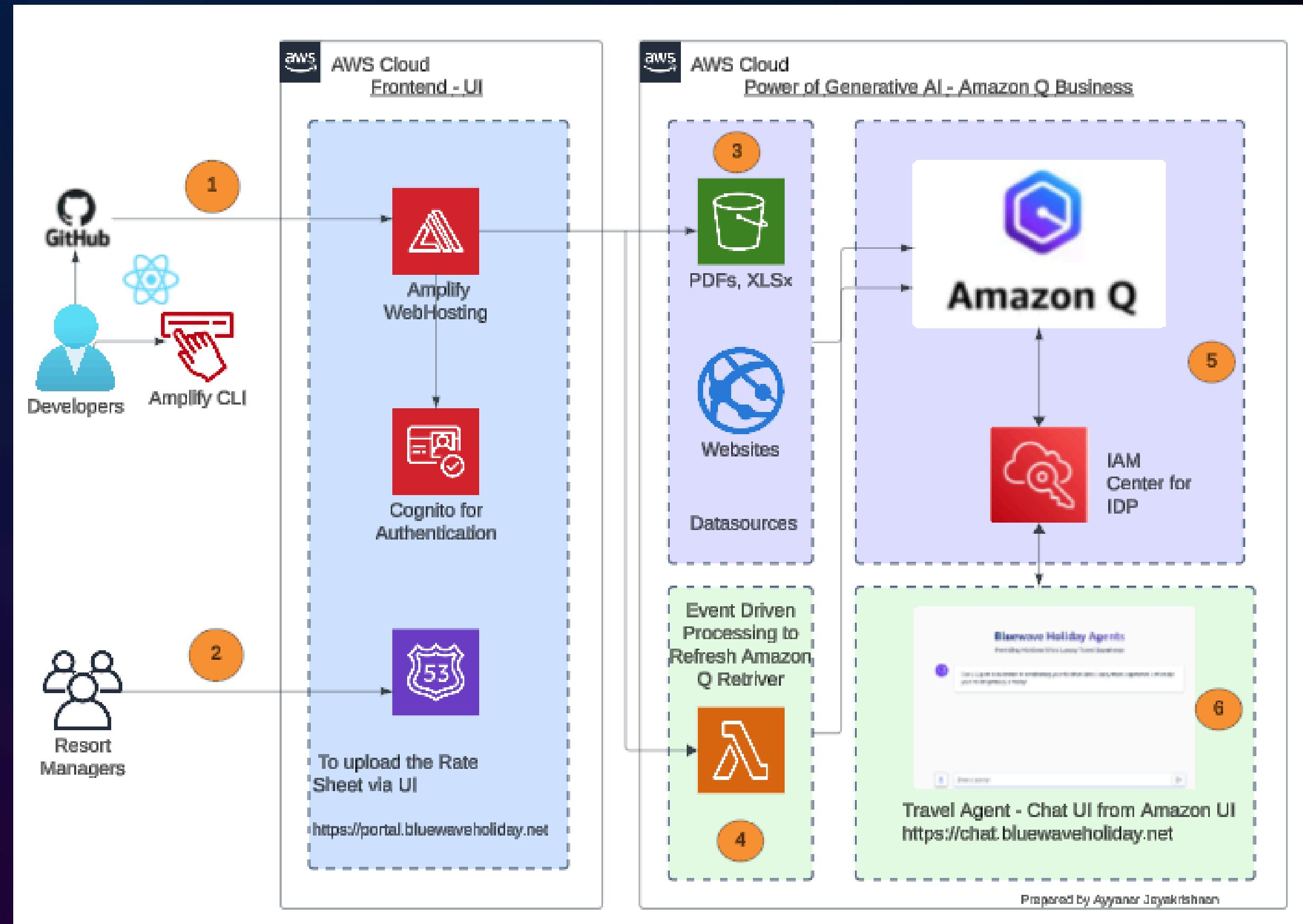
Easily ask questions, summarize data, or analyze content from uploaded documents during your conversation.



Easy Deployment and Management

Simplify deployment and management with Amazon Q, ensuring seamless integration into your existing systems and workflows.

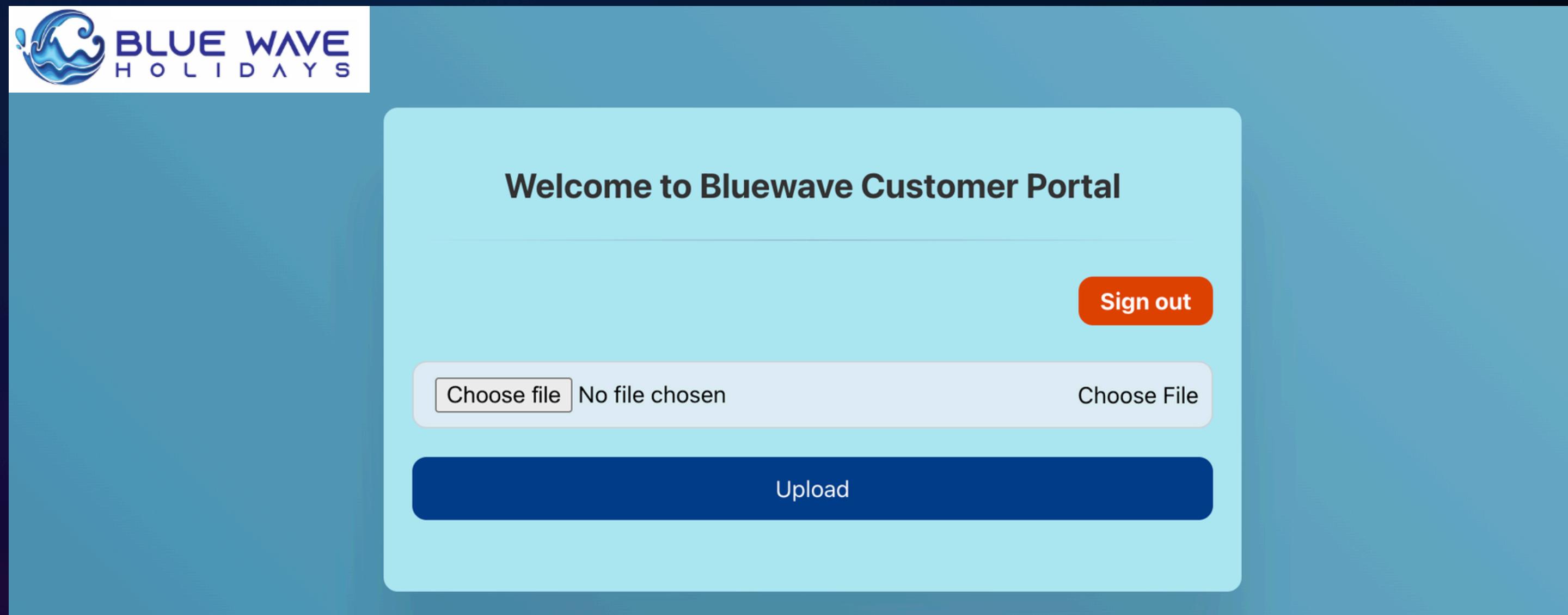
Architecture Discussion



Amplify UI for Self Service - Demo

<https://portal.bluewaveholidays.net>

<https://portal.bluewaveholidays.net>



Amazon Q - Chat Interface and Apps - Demo

<https://chat.bluewaveholidays.net>

The screenshot shows the Bluewave Holidays Agent chat interface. At the top, there's a logo of a blue hexagon with a white 'Q' inside. Below it, the text "Bluewave Holidays Agent" is displayed in a large, bold, purple font. Underneath, a subtitle reads "Your Preferred Partner for Maldives Vacation". On the left, there's a small blue icon of a person with a speech bubble. A message box contains the text: "I'm your AI travel assistant. Enter your query to start. I'll provide insights from our data. 🌴 Dive into the vibrant marine life, sail towards fiery sunsets, and bask in the Maldives' paradise. Ready for an unforgettable getaway?" At the bottom, there's a text input field with the placeholder "Enter a prompt" and a send button with a right-pointing arrow. Below the input field, a small note says "Responding from approved sources". At the very bottom, a footer note states "Amazon Q Business uses generative AI. You may need to verify responses for accuracy. [AWS Responsible AI Policy](#)" and the AWS logo.

The screenshot shows the "Apps" section of the Amazon Q interface. At the top, there's a header with the "Apps" logo and edit/refresh icons. Below it, the text "Recently used" is displayed. Two apps are listed: "Vacation Budget Planner" and "Bluewave Holidays Room Options". Each app entry includes a brief description and a delete icon. The "Vacation Budget Planner" entry has a "Create a budget for an upcoming vacation trip" description and a delete icon. The "Bluewave Holidays Room Options" entry has a "An app to view room options and maximum..." description and a delete icon.

Thank you!

Ayyanar Jeyakrishnan

 @meet_ayyanar

 linkedin.com/in/jayyanar



Please complete the session
survey in the mobile app



skillbuilder.aws



Build beyond

Redeem your free 7-day
trial of AWS Skill Builder



© 2024, Amazon Web Services, Inc. or its affiliates. All rights reserved.