CBOT & Pegasus Airlines :

Pushing the Boundaries of Travel with GenAI: A Success Story of a Powerful Collaboration

Need

Analyzed user behaviors have revealed that Pegasus Airlines customers interact with FlyBot as if it were a personal assistant, asking for travel recommendations and posing questions.

Although FlyBot provides support before and after sales, it does not offer a personalized experience and is inadequate for addressing travel-related questions, failing to deliver a comprehensive customer experience.

- Providing end-to-end customer support
- Offering personalized recommendations
- Providing service in every language
- Increasing customer satisfaction

Pegasus Airlines is one of Turkey's leading low-cost carriers. The company is known for its close interest in technology and currently offers various digital solutions.

One of these is the virtual assistant known as FlyBot. While FlyBot provides pre- and post-sales support, it has now evolved into a comprehensive travel assistant with the help of Generative AI (GENAI), offering both customer support and personalized recommendations.

This innovative assistant is available to users on both web and mobile platforms.

"In line with our goal of being among the airlines that use technology best, we are developing numerous projects and implementing N+1 initiatives with the motto 'a step beyond the best' to elevate this goal to the next level. One of these is our project to develop FlyBot, one of the world's first virtual assistants in the aviation sector, with the latest technologies."
Güliz Öztürk

Solution

With the collaboration between CBOT and Microsoft Turkey, the "Travel Assistant" feature that provides end-to-end travel experiences has been launched on FlyBot.

The virtual assistant can offer recommendations and create routes in various areas such as countries, restaurants, museums, etc.

The virtual assistant, created using GenAI technology, is built on OpenAI's most powerful models. The system, which connects to OpenAI via Microsoft Azure, also ensures a secure foundation on an enterprise level.

End-to-End Customer Support: With the added Travel Assistant feature, customers receive comprehensive support across a wide range, from pre- and post-sales assistance to travel planning and personalized recommendations. Users get the support they need instantly and effectively at every stage of their travel process.

Personalized Recommendations: Thanks to GenAI technology, the Travel Assistant provides recommendations based on each user's individual preferences and needs, making travel experiences richer and more satisfying.

Language Independence: The Travel Assistant eliminates language barriers by offering multilingual support, enhancing accessibility for all users.

Increased Customer Satisfaction: With the Travel Assistant feature, FlyBot enhances customer satisfaction by providing quick and accurate responses to all travel needs.
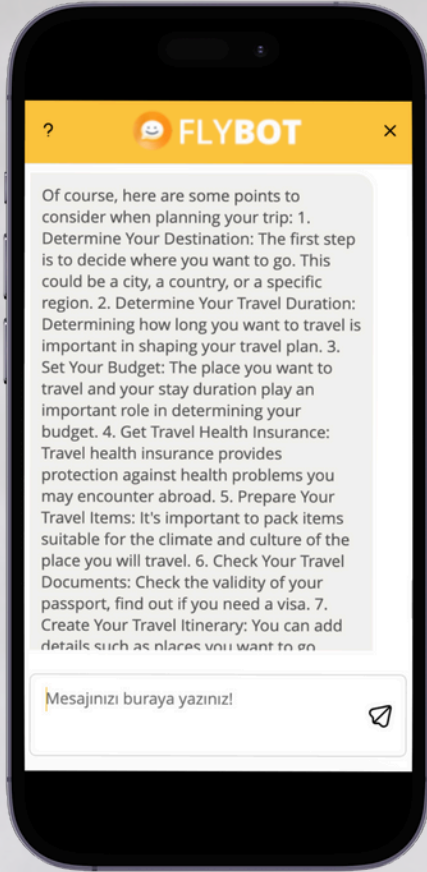
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GENAI

4M
CONVERSATION / YEAR

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CBOT

Scope of the Travel Assistant of Pegasus Airlines

Of course, here are some points to consider when planning your trip: 1. Determine Your Destination: The first step is to decide where you want to go. This could be a city, a country, or a specific region. 2. Determine Your Travel Duration: Determining how long you want to travel is important in shaping your travel plan. 3. Set Your Budget: The place you want to travel and your stay duration play an important role in determining your budget. 4. Get Travel Health Insurance: Travel health insurance provides protection against health problems you may encounter abroad. 5. Prepare Your Travel Items: It's important to pack items suitable for the climate and culture of the place you will travel. 6. Check Your Travel Documents: Check the validity of your passport, find out if you need a visa. 7. Create Your Travel Itinerary: You can add details such as places you want to go

Mesajınızı buraya yazınız!

Integrated Systems

OpenAI **Azure**

Channels

- Website
- Mobile

FAQ

- What is the best time to travel to my destination?
- How can I find the best flight tickets?
- What accommodation options do you recommend?
- What are the best hotels in this city?
- What are the city transportation options?
- What public transportation can I use in the city I'm visiting?
- Can you provide information about the local weather?
- What are the popular tourist attractions and activities in the city?
- What restaurants and cafes do you recommend?
- What events are happening in the city I'm visiting?
- Can you provide information about shopping malls and markets in the city?
- Can you provide information about local cultural and social norms?
- Are there any hidden or lesser-known places to visit in the area I'm going to?
- How can I get from the airport or train station to the city center?
- Can you provide information about local dishes and flavors?

About CBOT

Since our establishment in 2017, we have been empowering organizations with comprehensive AI solutions through our advanced, enterprise-grade AI-powered platform.

At CBOT, we offer companies and public institutions the ability to develop virtual assistants and chat-based automation systems that interact with end users or employees, leveraging advanced Generative and Conversational AI technologies. Our platform is trusted by over 100 businesses, particularly excelling in financial services, e-commerce, telecommunications, and customer service sectors.

In addition to being featured in Gartner market reports, we are recognized for our partnerships with global technology leaders such as Meta, Google, OpenAI, and Microsoft. Our award-winning, no-code AI platform seamlessly integrates with Large Language Models (LLM) and Natural Language Processing (NLP) systems, providing hybrid models that enhance customer and employee experiences.

Sector Leader #1

Customer 100+

Awards 30+

Resolution Rate >70

AI Success Rate > 97

GARTNER Reports 3

Why CBOT?

Industry Focus
Since 2017, we have been at the forefront of enterprise-level chat-based AI projects.

Next-Generation Technology
By developing our own technologies and collaborating with the world's largest technology platforms, we aim to lead the way in innovation.

Speed & Quality
Thanks to our comprehensive, end-to-end, no-code platform, we reduce project timelines to just 2-4 weeks.

Dedication
We take full responsibility for the entire project process with our experienced team, allowing our clients to implement virtual assistant projects without needing to allocate internal resources.

CBOT