

Ask The World introduces Virtual Interactive Assistants for the Travel Industry

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Are you tired of waiting in call centre queues, spending a fortune listening to the same mind-numbing pan-pipe songs over and over again? The answer to your problem has arrived with Lingubot technology. You can now improve customer satisfaction and cut costs with online Virtual Interactive Assistants - a brilliantly quick and user-friendly concept from Ask-TheWorld.com.

Fast and faultless customer service is unmistakably a critical factor for success in any industry. Through the Lingubot technology customers can receive friendly and competent service whenever they choose to - be it in the middle of the night or on a public holiday. The Travelbot answers questions in natural language, instantly giving customers the information they seek. For a fraction of the cost of a human customer services assistant, both the company and its clients can now be equally satisfied.

Ask-theWorld.com has been launched to finally bring the valuable Lingubot technology to the travel industry with its range of Travelbots. Each country will in time have its own Travelbot - where visitors can access a knowledgebase of expert advice covering travel and tourism related questions. Whether you are just dreaming about exploring a new country or have already booked your flight, the Travelbot will answer queries you might have related to your destination - such as how to get there, where to stay and what to see. All general knowledge questions will be covered, and a helpful assistant will run through a form with you in order to send you a brochure on your destination.

The Travelbots are not like search engines at all. Search engines, as great as they are, bring back a multitude of unqualified results and often return pages which do not contain the answer you are looking for. To guarantee that you get the best and most professional advice on your travel related questions, Ask The World is developing partnerships with Tourism Boards and CVB's from all around the world.

A Travelbot, the virtual version of a 24/7 customer services agent, is capable of holding conversations with users in real time. The Lingubot technology either provides the right answer to a specific question or directs you to other online sources from which further information can be gathered, the underlying technology based on a sophisticated word and phrase pattern recognition system that matches pre-programmed responses in the Lingubot's Knowledge Base with questions typed in by users. The core Knowledge Base is organised in much the same way that a human organises language - keeping vast vocabularies of words organised and cross-referenced with words or phrases that mean similar things. This allows for the various ways that a question might be asked without the need to write specific cases for each particular choice of words.

For users this means the sensation of communicating with a 'real' person able not only to answer their questions, but also to understand the context of those questions and even hold entire conversations - a feature that makes this fantastic concept unique. Experience for yourself how precise and straightforward Ask The World Travelbots really are by viewing a demo at www.ask-jamaica.com.

To understand the concept of Ask The World and how it really works, it is important to be familiar with the technology of Lingubot technology and how it can benefit you. Developed over nine years, the Lingubot conversational tools are now able to understand questions from day one. The core language tools are continuously extended to ensure that as language evolves, Lingubot technology retains the position as the world's leading Virtual Interactive Assistant solution.

Due to its power and flexibility, the Lingubot can easily be integrated into any website. It is also possible to include animation and voice recognition, as well as text-to-speech. Ask The World



offers a full service for creating your individual Lingubot in a short time, training your employees to use the software and providing on-going support. Ask The World can also host your Lingubot, further reducing start-up time and costs. Recording all dialogue transcripts for later analysis, the Lingubot integrates with existing databases, fully maximising the investment in existing information resources - providing an easy way to maintain this information as the organisation changes. Costing typically less than 10 cents for each question asked, compared to at least five dollars for a call centre enquiry, you can't go wrong by upgrading your customer service system with Lingubot technology.

The greatest characteristics of the Lingubot are that they are friendly and patient, never off sick or on holiday, and always give information reliably and consistently. If they cannot answer a question, they can instantly escalate the query to a human customer service assistant via live-chat, e-mail or call-back, using your existing call centre management software.

Currently operating in Europe, Asia and the United States, the parallel architecture of the Lingubot allows an unlimited number of concurrent conversations to take place - the largest clients are having over 25,000 conversations per day in 13 languages.

Sky, Sharp, Lloyds TSB, Lloyds Insurance, BBC, BT, Norwich Union, Legal & General are just some of the companies benefiting from Lingubot technology provided by Ask The World's technology partner Creative Virtual, some of whose clients having seen a 30% reduction in emails, a 25% reduction in call centre contacts and a significant reduction in human live chat interactions.

Managing Director of Creative Virtual, Chris Ezekiel is enthusiastic of their new travel partnership "After the success of Lingubot technology in the financial sector we are looking forward to transfer the experience and knowledge gained in the last 9 years to the travel industry."

Ask-theWorld.com already boasts several Travelbots covering a variety of destinations around the world - each one specifically designed to give detailed information on the regions' accommodation, flights, entertainment and other specific tourist information. A good reason for the increased popularity of Lingubots is without doubt the fact that they provide a human touch, creating an emotional and entertaining experience for travellers researching their destinations online – in turn changing the way they see, experience and create memories when visiting that destination.

With a simple click of a mouse the Ask The World Travelbots provide the answers to your potential customers' or tourists in no time. Visit www.ask-theworld.com to find out how your destination or company can benefit from a Travelbot or call +44 (0) 20 7925 0000.