

Amadeus adds chatbot for hotels to access agency, corporate booking data

- A Monitor Desk Report

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Dhaka: Travel technology company Amadeus announced to add a chatbot to its Agency360 Plus data tool, the first step in plans to incorporate Gen AI across its business intelligence suite.

The chatbot, powered by Microsoft's Azure OpenAI Service, can access agency and corporate booking data in the Agency360 Plus tool and respond to questions and data requests by hoteliers made in natural language, added Amadeus.

The idea is to enable "less technical staff or novices" to access the tool and apply the results across a variety of functions, including sales, the company informed.

The chatbot is the latest development in Amadeus' ongoing partnership with Microsoft, which has included integration of Amadeus' Cytric

booking and expense platform with the Microsoft 365 suites of tools.

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