The SUDO Series

Generative AI Use Cases

Generative AI Use Cases for Hospitality

INNOVATE. OPTIMIZE. LEAD

SUDO

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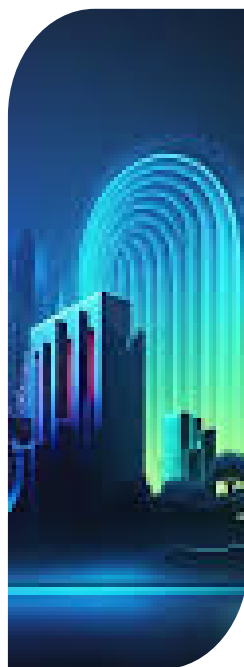
AI Trip Planner

Key Benefits

Personalised
Recommendation

Automated
Matching

Solution

A generative AI-powered trip planner that helps customers plan their travel through a conversational interface. It's built using a suite of AWS services, with **Amazon SageMaker** at its core

How It Works

The system uses an orchestration layer to manage the user's request and the AI's response. The process involves several key components within Amazon SageMaker to generate a relevant and helpful answer:

1. An **Intent Detection Model** first determines what the user is asking for.
2. The request is then processed through a **Foundational Model.**
3. This model interacts with a **Booking Recommendation API** and data from Booking Reviews to gather specific, relevant travel options.
4. A **Moderation layer** ensures the final output is appropriate before it's sent back to the user.

Amazon SageMaker

AI Trip Planner	← Orchestration →	Moderation
		Intent Detection Model
		Foundational Model	Booking Recommendation API	Booking Reviews
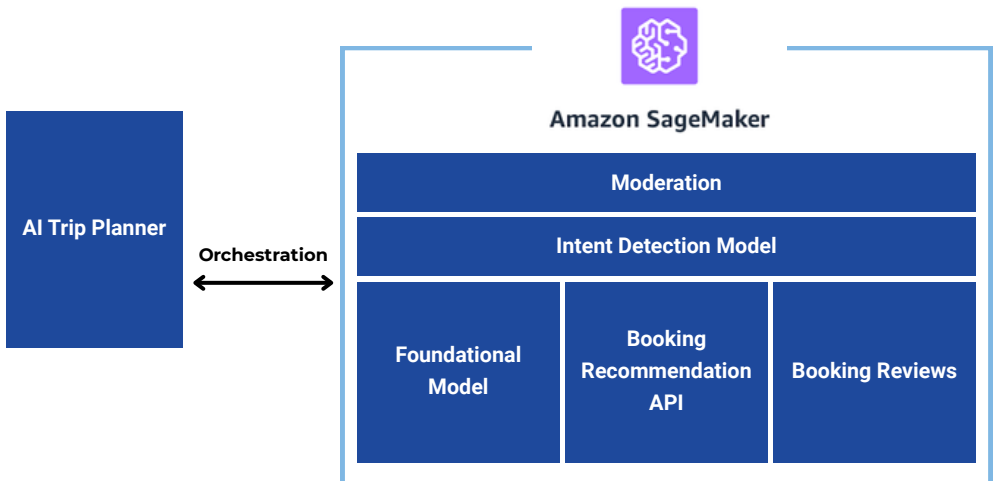
Intelligent Airport Operations

Key Benefits

Operational Efficiency

Proactive Notifications

Personalized Engagement

Accelerated Monitoring

Solution

A **Boarding Twin** that uses technologies like digital twins and generative AI.

How It Works

The "**Boarding Twin**" continuously monitors the progress of flight boarding in real-time.

It achieves this by merging camera vision data with enterprise events to track progress and identify any deviations from the schedule.

Personalized Itinerary Platform

Key Benefits

Reduced Costs

Accurate Recommendations

Personalized Engagement

Solution

A generative AI solution built on AWS, specifically using the **Claude 2 foundation model** available through **Amazon Bedrock.**

How It Works

1. The AI platform rapidly organizes platforms extensive library of book content "in minutes".
2. It then uses this organized, trusted content to generate personalized travel itineraries that align with customer preferences.

Gen AI Use Cases

Proactive Engagement with Hyper Personalization

Key Benefits: This approach transforms marketing by delivering more relevant content to individual users.

Solution: Integrating Generative AI into AWS Communication Developer Services (CDS).

How It Works: AI is used to create scalable, omnichannel marketing campaigns that are hyper-personalized based on user data and engagement history.

Conversational AI

Key Benefits: It is a powerful tool for enhancing customer interaction and satisfaction by understanding context and delivering relevant answers.

Solution: Integrating Gen AI with AWS CDS, for example, to create a two-way SMS chat with a Gen AI chatbot.

How It Works: This enables customers to have intelligent, open-ended dialogues through the same channels used for outbound marketing, with the AI providing personalized responses.

Get answers with a Wickr LLM bot.

Key Benefits: It provides answers from a LLM in a secure, end-to-end encrypted interface. When configured correctly, the bot has no "memory" and does not store questions or answers. It can also be connected to a custom LLM on private hardware for use in environments with intermittent internet

Solution: A Wickr Bot integration.

How It Works: Technical teams can build and deploy a Wickr Bot that brings Gen AI services to edge devices through a simple chatbot interface.

Image Recognition

Key Benefits: Allows users in the field to process photos and videos to receive alerts or metadata.

Solution: A Wickr Bot integrated with Amazon Rekognition.

How It Works: The bot is built to identify objects, scenes, actions, and more from images that are uploaded through the chat interface.

Transcribe speech.

Key Benefits: Allows users to receive text versions of audio messages automatically.

Solution: A Wickr Bot integrated with Amazon Transcribe.

How It Works: The bot automatically transcribes voice messages sent through Wickr and replies with the text.

Translate messages.

Key Benefits: Enables seamless multilingual communication within a secure environment.

Solution: A multilingual Wickr Bot that uses Amazon Translate.

How It Works: The bot translates messages between different languages as they are sent in the chat

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☎ UAE: 800-SUDOUAE (800 783 6823)
Landline: +971 4 263 1024

✉ reach@sudoconsultants.com
(for sales and general inquiries)

✉ support@sudoconsultants.com
(for support related queries)

🌐 sudoconsultants.com

📍 Office 3008, Al Shatha Tower, Al Safouh, Dubai Media City, Dubai, United Arab Emirates

📍 8000, King Fahd Road, 405, Riyadh, Kingdom of Saudi Arabia