Lufthansa Innovation Hub

Lufthansa Innovation Hub Launches Swifty: the First Autonomous AI Assistant in the Business Travel Industry

→ The new AI assistant Swifty transforms the time-consuming and fragmented business travel booking process into a fast and efficient experience.

→ The AI-based assistant autonomously manages essential steps of business travel, encompassing planning, booking, payment, and invoicing, all within the chat interface.

→ Swifty's AI assistant is based on Open AI's GPT-4 language model integrated with travel booking platforms such as Expedia.

→ The launch of Swifty marks the first step on the way of building acomprehensive AI business travel assistant catering to any queries that arise during business trips.

→ After NAVIT (formerly RYDES) and SQUAKE, Swifty is another Lufthansa Innovation Hub venture on its way to spinning off as an independent company.

Berlin, August 22, 2023 // Startup employees and self-employed lack dedicated solutions for business travel and spend hours on the trip planning and booking process. Business trip booking and invoicing is scattered through many different B2C platforms and expensing apps. With its newly launched venture Swifty, Lufthansa Innovation Hub has built the first autonomous AI assistant in the travel industry. Swifty not only seamlessly manages travel planning and streamlines invoicing, but also executes booking and payment procedures. Swifty allows its customers to book their business trips in 5 minutes using native chat interface. The launch of Swifty marks the first step on the way of building a comprehensive AI business travel assistant capable of catering to any queries that arise during business trips.

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How Swifty works

Swifty focuses on speed, productivity and efficiency by helping business travellers to book their trips in minutes via chatting with an AI assistant. Users can start a new chat, share their flight and hotel preferences and select the most suitable options from a shortlist. After that, the AI assistant books the selected option for the user and shares the trip itinerary with travel documents and receipts in one place. No more tedious invoicing requests or navigating complex platforms – Swifty streamlines the entire process, freeing up time and energy to focus on meaningful work.

For its launch, Swifty proudly announces Expedia Group as its exclusive lodging partner for its hotel supply, offering Swifty customers access to hundreds of thousands of properties around the world. Connection to another travel partner allows Swifty to access flight options from 90 percent of US and European airlines.

The Technology behind Swifty

Swifty's AI agent is based on OpenAI's GPT-4 language model and trained to clearly interpret travel-related context and booking intent of the user. Simply put, Swifty engineers transformed the AI language model into a set of travel booking and support agents, working together. These agents can chat with users, and even reliably carry out concrete actions, such as booking hotels and flights. AI is enabled to take actions by capturing and interpreting the user's intent to act, validating its correctness and triggering code that is connected to the travel booking systems.

To ensure a smooth and efficient booking experience, Swifty interacts with services such as Expedia's online travel booking system to carefully select the best choices from a wide range of options, putting an end to decision fatigue connected to picking the right hotel or flight.

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Building a comprehensive AI business travel assistant catering to any business travel query

Over time, Swifty will expand its features to include services such as train bookings, local transportation, such as taxi or shared mobility options, CO_2 compensation and more. However, Swifty aims to go beyond just transportation and accommodation, and will address a wide range of needs: reserving restaurants and coworking spaces; ordering gifts and printing services, or scheduling complex meetings via calendar integration.

"The rapid emergence of AI presents a tremendous opportunity for the travel industry. Despite the existence of various AI-powered solutions aimed at revolutionising travel planning, the booking experience has remained relatively untouched. This untapped potential is particularly significant within the expansive business travel segment", says Christine Wang, Managing Director Lufthansa Innovation Hub. "With the launch of Swifty, Lufthansa Innovation Hub has achieved a remarkable breakthrough in travel innovation: the world's first AI assistant capable of seamlessly managing travel planning, booking, and payment processes. This remarkable milestone firmly establishes Lufthansa Innovation Hub as a true pioneer in shaping the future of travel", Christine Wang continues.

"We have tailored the generative AI technology to address the unmet needs of speed and efficiency for millions of business travelers. Swifty is democratizing the personal assistance experience by making it available for every business traveler, as opposed to only corporate top managers.", says Stanislav Bondarenko, Founder of Swifty.

Links

↗ Swifty.so

↗ Swifty press material

About the Lufthansa Innovation Hub

At the Lufthansa Innovation Hub, we pioneer the future of travel. We constantly 'push the limits' to make travel as a whole easier, more convenient and more enjoyable.

Our Strategic Intelligence team systematically analyzes new developments in the global travel and mobility tech ecosystem. Our New Business team launches new travel start-ups and business models into the market. Our Transformation team helps the Lufthansa Group to be more innovative.

We are guided by our insatiable ambition to 'take travel to new destinations' and to maximize value across a portfolio of travel companies and products.

The Lufthansa Innovation Hub has offices in Berlin and Singapore.

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