

[HBX Group to revolutionise customer service with cutting-edge AI technology](#)

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Palma, Spain, 13 June 2024-[HBX Group](#) has announced today a significant investment in customer service innovation leveraging Google Cloud's AI technology, to redefine customer experience in the travel and hospitality sector. This strategic decision underscores HBX Group's commitment to delivering service excellence and innovation to their partners and clients.

Having transformed its foundational technology, HBX Group understands the importance of introducing innovative and transformational products and services. With a robust technological foundation in place, the company is strategically positioned to leverage cutting-edge AI capabilities, offering customers revolutionary experiences that redefine the standard for the travel and hospitality industry.

HBX Group is harnessing Google Cloud Contact Center AI technology and Gemini models to transform customer interactions and deliver swift, precise support across all customer engagement channels. The project will be developed in partnership with specialised provider Emergya and the new AI-first customer service model will be progressively rolled out across service channels over the coming months.

"This collaboration with Google Cloud and strategic partnership with Emergya is an important milestone in our transformation journey at HBX Group and is a great testament to our commitment to innovation across multiple areas including Customer Service," said **Xabi Zabala, Chief Operations Officer at HBX Group**.

"At HBX Group, we place the customer at the centre of everything we do, and this investment in the most advanced AI technologies represents a significant step forward in our commitment to fulfilling and exceeding customer expectations. We will automate routine tasks, reduce response times, and facilitate the work of our experienced customer service teams to deliver unique, tailored support. This way we are combining our people, technology and data to deliver world class customer service."

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About HBX Group

HBX Group is a global B2B TravelTech company that owns and operates Hotelbeds, Bedsonline and Roiback. We offer a network of interconnected travel tech products and services to partners such as travel agencies, tour operators, destinations, and hotels, as well as companies wanting to leverage the travel sector.

Our vision is to simplify the complex and fragmented travel industry through a combination of cloud-based technology solutions, curated data, and an extensive portfolio of products designed to maximise revenue. HBX Group is present in 170 countries and employs more than 3700 people around the globe. We are committed to making travel a force for good, creating a positive social and environmental impact.

More information:

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