

## [HBX Group launches an AI 'trainer' to streamline and optimise training for customer service professionals](#)

Submitted by clatruyols on Tue, 17/12/2024 - 10:41

**Palma, 17 December 2024 -[HBX Group](#)**, a leading independent B2B travel technology marketplace, has launched an artificial intelligence (AI) solution designed to improve the training of customer service agents. The system simulates conversations with customers, allowing them to practise in realistic environments and prepare more effectively for real interactions.

The AI trainer can generate conversations in 13 languages and adapt to hundreds of different customer service scenarios. In addition, it offers a choice of four levels of difficulty, from beginner to experienced agents, providing personalised and scalable training. Not only does this facilitate self-paced training, but it also reduces the need for trainer supervision, allowing trainers to focus on valuable tasks such as data analysis and improving team performance.

"The AI 'trainer' is a game-changer for customer service," says **Xabi Zabala, Chief Operations Officer of HBX Group**. "It helps agents simulate a multitude of realistic situations and gain confidence much faster. They are better prepared to deliver excellent service, which improves customer experience."

HBX Group plans to expand the use of this technology to other operational and commercial areas, with a secure and efficient deployment to lead the forefront of innovation in the TravelTech sector.

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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:**

[www.hbxgroup.com](http://www.hbxgroup.com)

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