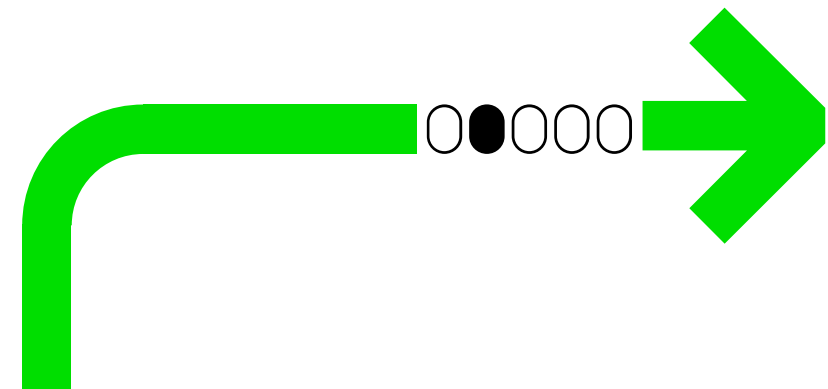# Ace Your AI Pilot

Earn quick wins & buy-in with agile strategies

Prepared by:
The FCM AI Center
of Excellence
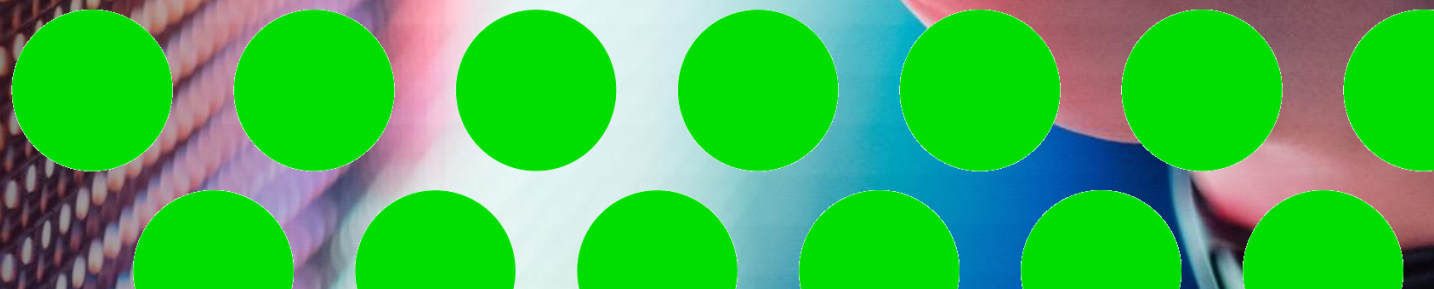
Building a travel program **digital ecosystem** requires identifying what to **own** and what to **outsource**.

FCM
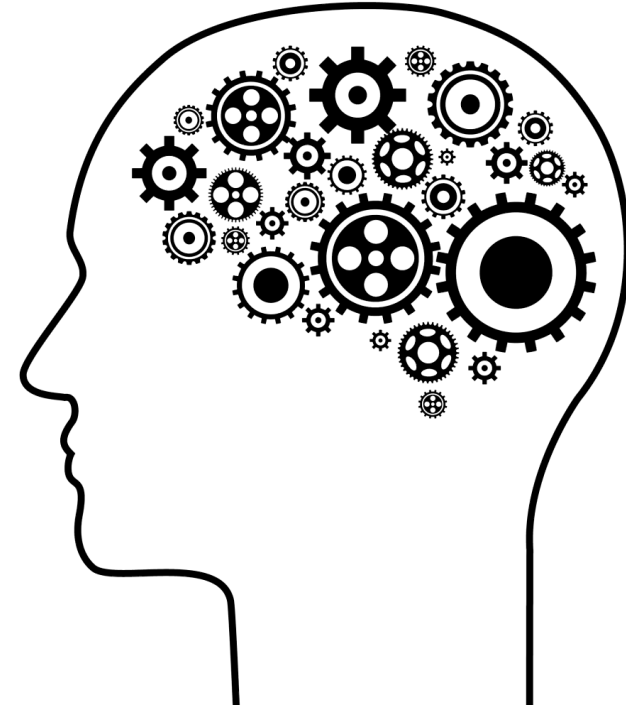
Own vs. outsource:
How to decide

Value Propositions

Core Competency

Available Bandwidth

Determining how to manage AI's integration into your travel program's digital ecosystem comes down to three things:

1. What matters most to your travel program
2. What you spend most of your time on
3. How much time and resources you have

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R&D | Supply Chain | Manu-facturing | Retailing | Marketing | Business Dev | HR | Payroll | Travel Mgmt

High ← → Alignment with critical path/ core activity ← → High

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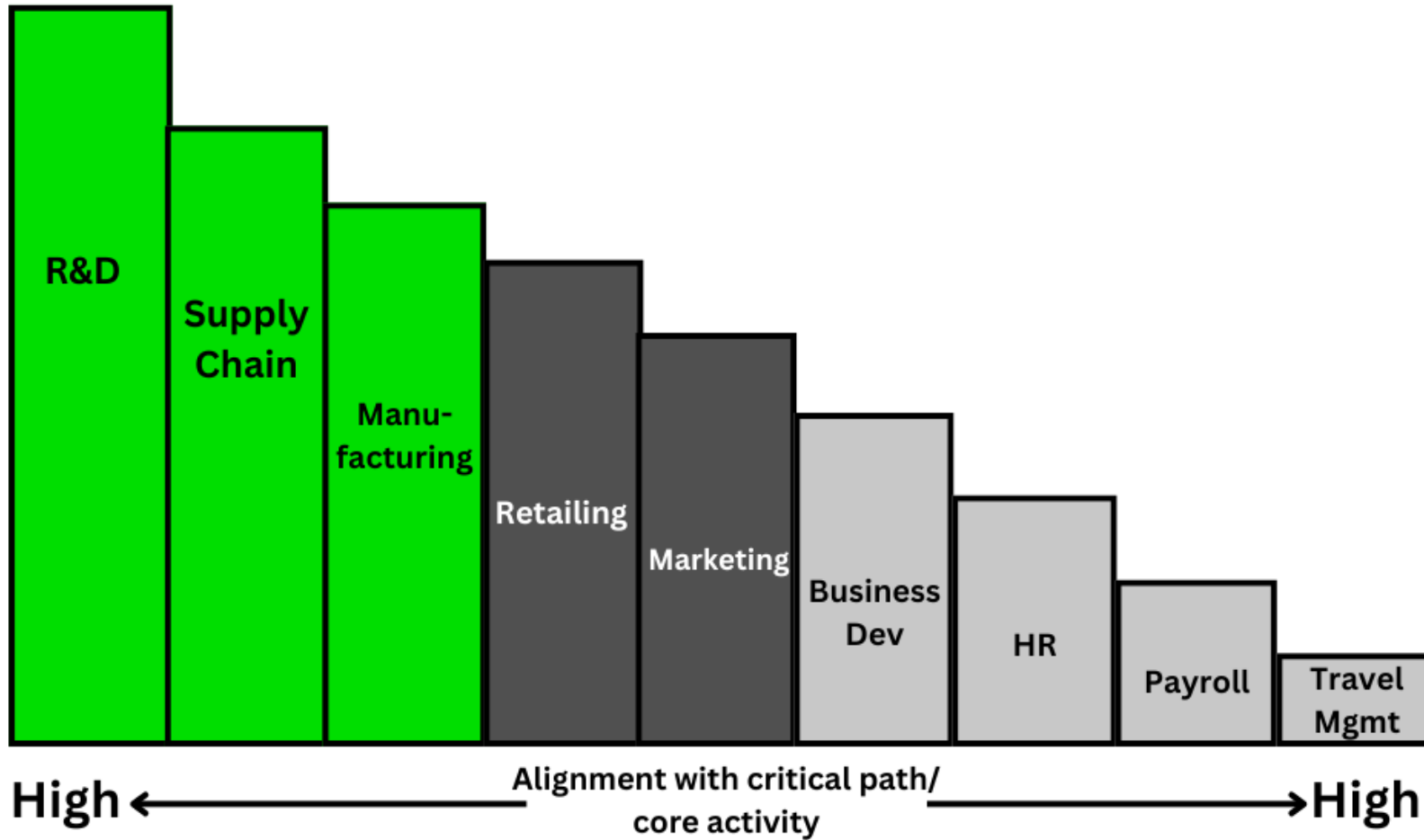
But let's address the elephant in the room: 95% of internal AI pilots fail.

And here is why...

Leaderless
Not enough eyes

Lack of Support

KPIs

Process

Success

Lack of Progress

Lack of Insights

Rudderless
Loop of Red-Tape Death

Stakeholders

Data-less
No definition of success
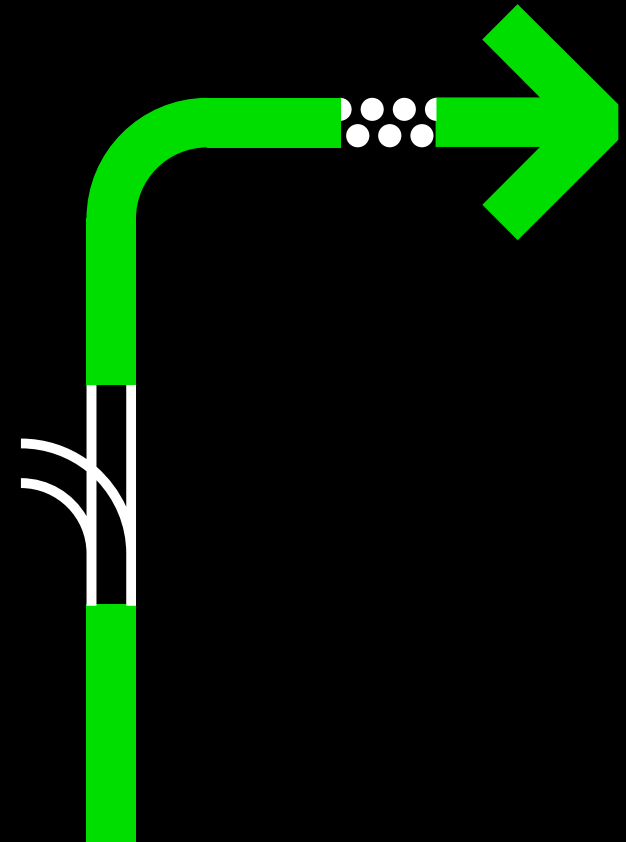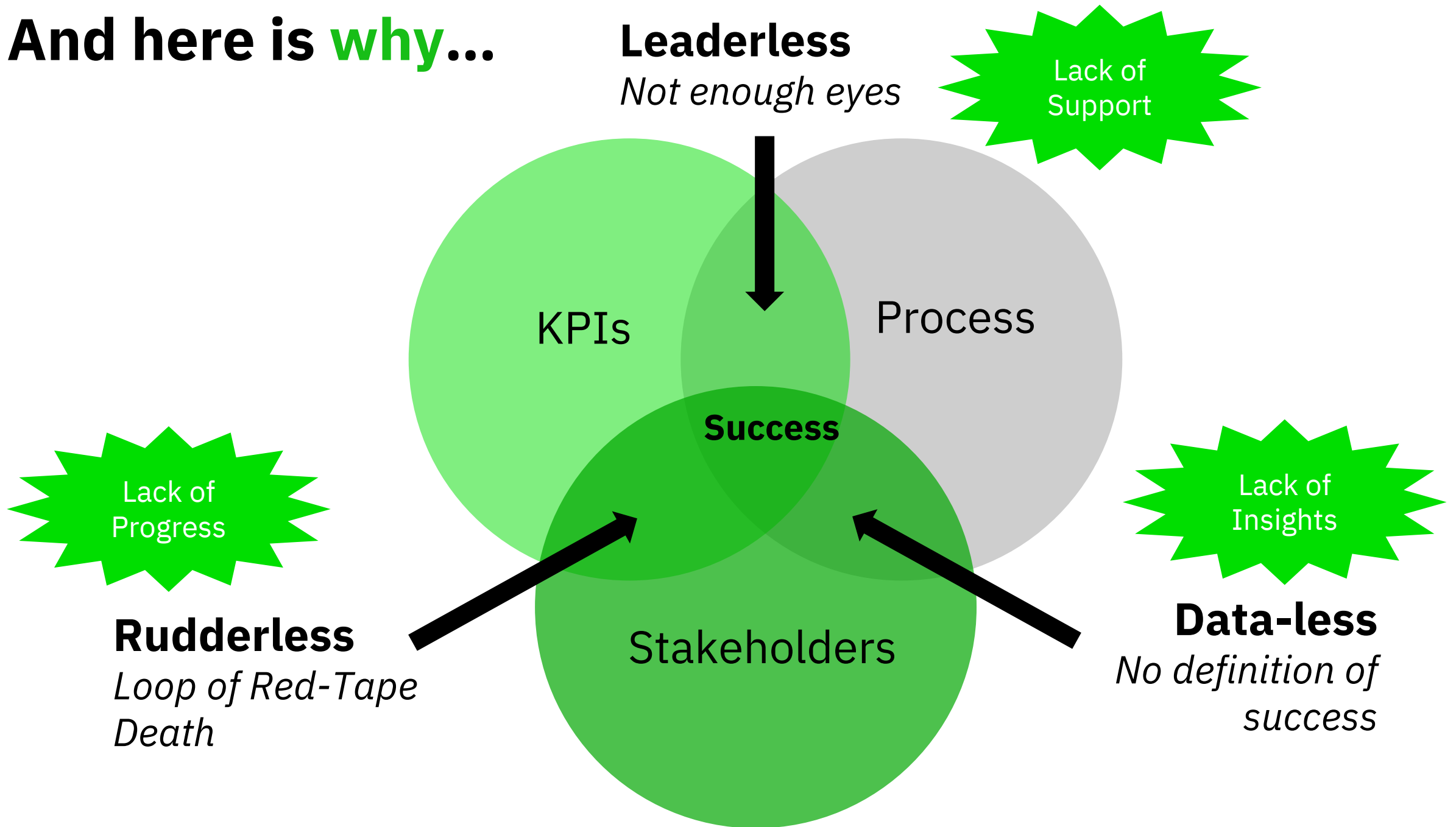
The **FCM** Approach

Acquired AI-based startups to balance bandwidth, own vs. outsource

Maintain end-to-end control of our ecosystem to respond quickly to customer needs and optimize the entire experience

PRIMARY VALUE PROP:

SERVICING TRAVELERS

Integrate external AI solutions to round out our offering

Collaborate with customers & external vendors/tech players to stay on top of trends & at the forefront

Focus on creating "horizontal" AI solutions for travelers

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Sam is the *agentic AI* powering better business travel experiences at FCM.
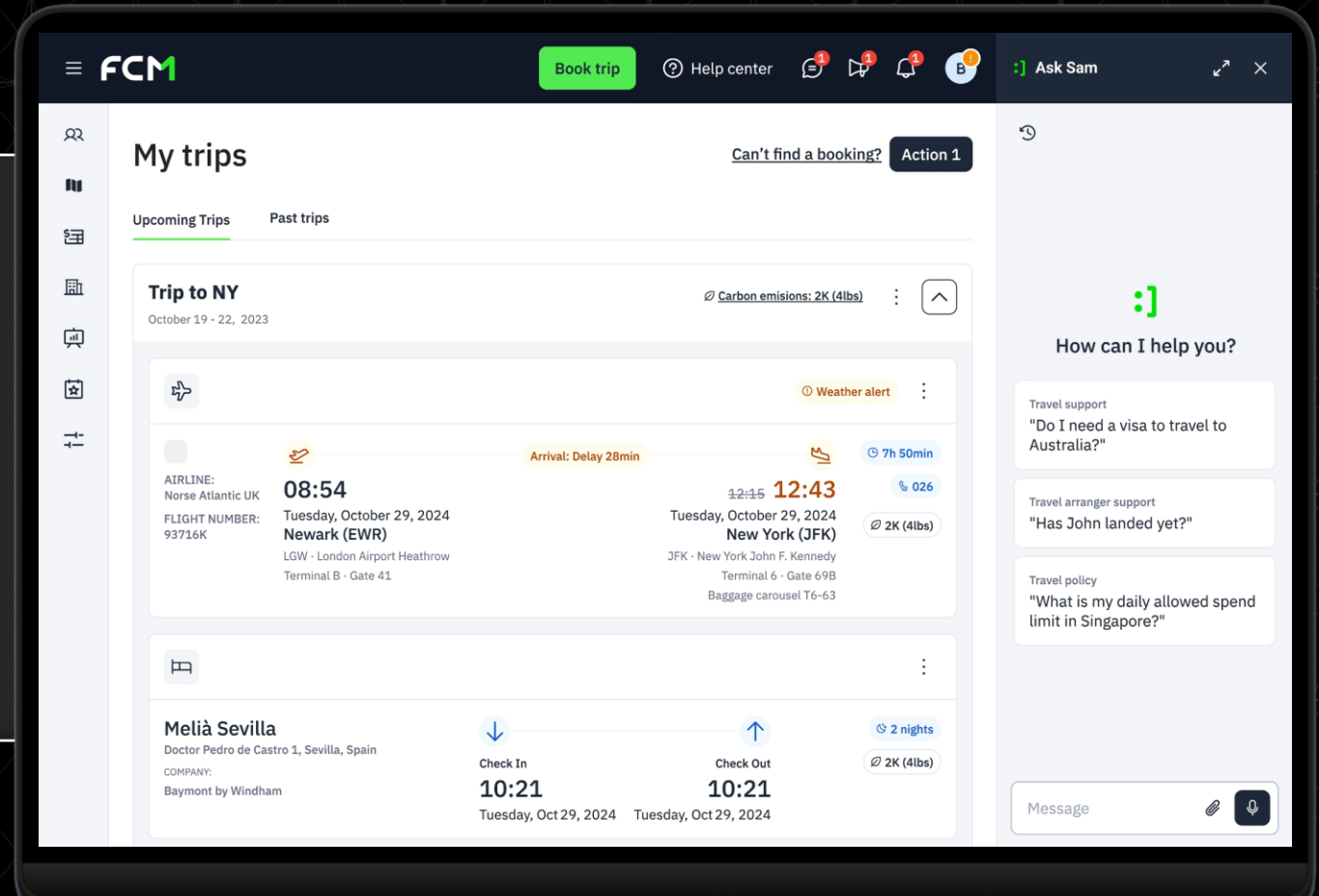
ENHANCED SUPPORT
Pre, during and post-trip help through LLM–powered interface

PERSONALIZED & RELEVANT
Recommendations are tailored to preferences, policy and next best actions
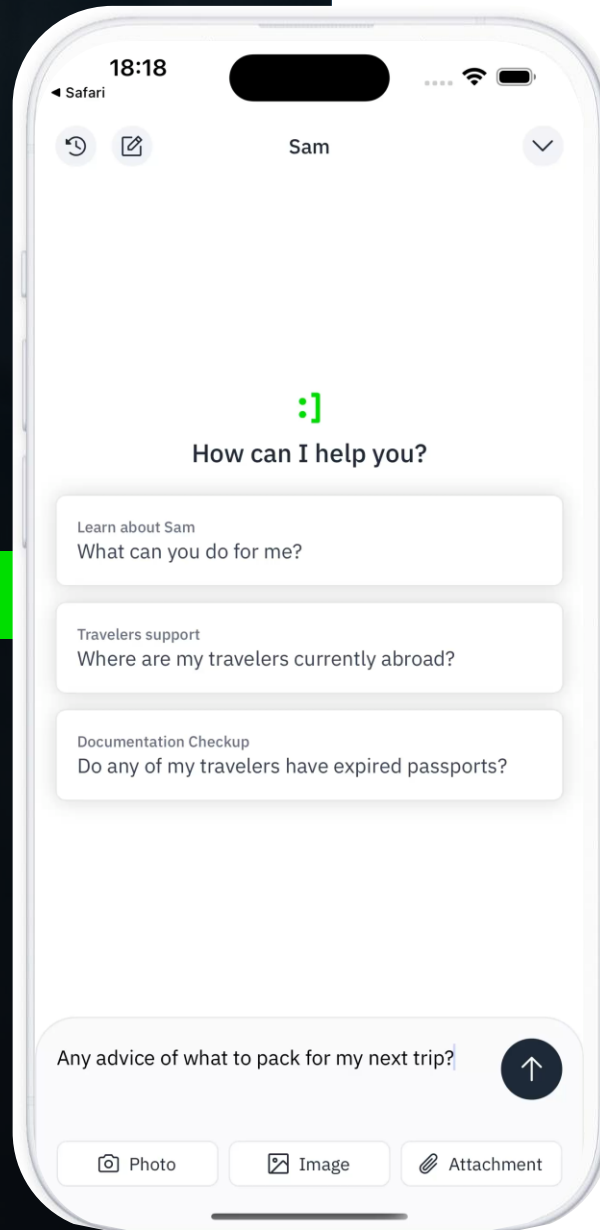
SHARPER INSIGHTS
Enhanced reporting and data analytics that go further, and inform strategic action

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Book trip   Help center

My trips   Can't find a booking?   Action 1

Upcoming Trips   Past trips

Trip to NY   Carbon emissions: 2K (4lbs)
October 19 - 22, 2023

Weather alert

AIRLINE: 08:54   Arrival: Delay 28min   12:15 12:43   7h 50min
Norse Atlantic UK   026
FLIGHT NUMBER: Tuesday, October 29, 2024   Tuesday, October 29, 2024
93716K   Newark (EWR)   New York (JFK)   2K (4lbs)
                LGW · London Airport Heathrow   JFK · New York John F. Kennedy
                Terminal B · Gate 41   Terminal 6 · Gate 69B
                                                   Baggage carousel T6-63

Melià Sevilla   2 nights
Doctor Pedro de Castro 1, Sevilla, Spain
COMPANY: Check In   Check Out   2K (4lbs)
Baymont by Windham   10:21   10:21
                                   Tuesday, Oct 29, 2024   Tuesday, Oct 29, 2024

:] **Ask Sam**

:]
How can I help you?

Travel support
"Do I need a visa to travel to Australia?"

Travel arranger support
"Has John landed yet?"

Travel policy
"What is my daily allowed spend limit in Singapore?"
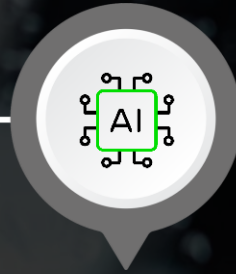
Message

Not just adapting to change. *We're building it.*

FOCUS AREAS

Improving operational efficiencies:
For leaner, faster processes.

Adding AI capabilities to existing tools:
Enhancing the tools users already love and adopt.

Building new products for a new era:
Creating possibilities that didn't exist before.

CURRENT PROJECTS

Advanced Chat and Cross-Platform Communication
Seamless, personalized support across any platform where travelers interact.

Search Optimization and Result Customization
Understanding traveler behavior for delivering the most relevant and customized search results.

Enhanced Traveler Experience and Loyalty
Offering features that enhance life/work balance by making the most out of travel.

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Get started **now!**

Here are the key points to remember...

1   **Know your core competencies and goals, and how AI can support**

2   **Know what you are trying to solve**

3   **Don't use AI for AI's sake**

4   **Involve the people who will be affected**

5   **Know your bandwidth & when to ask for help**

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Thank you!

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