Amadeus and AI startup Aimendo join forces for greater automation

Travel agencies using Amadeus can be more efficient than ever with Aimendo’s machine learning and natural language processing

In a crowded marketplace, a travel agency’s biggest differentiator can be customer service. Those who respond to travelers quickly, accurately, and efficiently have an advantage against the competition. With challenges like severe staffing shortages and budget constraints adding pressure to do more with less to meet business demand, automating tasks is an effective way to efficiently meet business demand and enable travel advisors to focus on building relationships with their customers and solving more complex problems.

To address this need, Amadeus has partnered with [Aimendo](https://aimendo.com/), that uses artificial intelligence (AI), machine learning (ML), and natural language processing (NLP) to automate various forms of written communication, from emails to chat messages and short messages (SMS).

With this new partnership, Aimendo’s natural language automation is integrated into the Amadeus ecosystem through Amadeus Web Services, as well as the agency’s current ecosystem to execute specific actions to help improve business travel agents’ efficiency.

For example, a traveler sends an email asking about the best flight options from Miami to Los Angeles departing on September 6th and returning on the 8th. When Aimendo processes the request, their platform will then draft a response showing available flights, along with the ability to book. If in the middle of the trip the traveler needs to change the return flight, the system will not only find new flight options, it will also calculate costs related to the change and charge or refund the credit card on file due to integration with [Amadeus Ticket Changer](https://amadeus.com/en/portfolio/online-travel-agencies/ticket-changer).

Email/Chat requests that are more complicated may be automatically forwarded to the correct person, queue or department. Because each agency is different and great customer service requires a gentle touch, agencies retain full control over what and what not to automate based on their specific configuration. Aimendo is extracting, routing and processing requests at a 90-92% success rate.

With this enhanced level of automation at their fingertips, business travel agents can serve travelers more efficiently while increasing focus on the human side of the business.

*“Aimendo’s mission is to transform organizations through smart technology. We’re proud to be partnering with a leading technology company like Amadeus, that is driving innovation in the travel sector. Working together, we’re going to make a real impact in the future of travel,”* says **Vic Pynn, co-founder, Aimendo**.

“Our alliance with Aimendo is aligned with Amadeus’ unwavering strategy to expand the integration of valuable technology that brings innovation for greater efficiencies and productivity to our customers,” says **Robert Buckman, Head of Travel Unit, North America, Amadeus.**

Learn more about Amadeus and Aimendo’s partnership at GBTA Convention 2022, August 15-17. Visit Amadeus at Booth #915.

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Notes to the editors:

About Amadeus

Travel powers progress. Amadeus powers travel. Amadeus’ solutions connect travelers to the journeys they want through travel agents, search engines, tour operators, airlines, airports, hotels, cars and railways.

We have developed our technology in partnership with the travel industry for over 30 years. We combine a deep understanding of how people travel with the ability to design and deliver the most complex, trusted, critical systems our customers need. We help connect over 1.6 billion people a year to local travel providers in over 190 countries.

We are one company, with a global mindset and a local presence wherever our customers need us.

Our purpose is to shape the future of travel. We are passionate in our pursuit of better technology that makes better journeys.

Amadeus is an IBEX 35 company, listed on the Spanish Stock Exchange under AMS.MC. The company is also part of the EuroStoxx50 and has been recognized by the Dow Jones Sustainability Index for the last eight years.

To find out more about Amadeus, visit [www.amadeus.com](http://www.amadeus.com).

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About Aimendo

[Aimendo](https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Faimendo.com%2F&data=05%7C01%7C%7C048b5e26dd654a7b210308da75644188%7Cb3f4f7c272ce4192aba4d6c7719b5766%7C0%7C0%7C637951372049386249%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000%7C%7C%7C&sdata=hrK%2FnO7et0sQKBdok0K49wOkX%2BiV0taZPfxUGDTh5Ss%3D&reserved=0) uses NLU-based technology to help travel sellers synthesize, organize and manage the myriad messages and communications they receive via free text channels (email, chat and text). Aimendo Orchestrator is a hybrid AI-ML solution that identifies a travel company’s transaction volumes, types and frequencies; monitors transactions for routing;fulfills requests and predicts future business outcomes.

Aimendo Orchestrator’s powerful automated technology helps today’s travel companies manage the voluminous flow of free text communications to achieve optimum productivity and customer service. For more information visit [www.aimendo.com](https://eur01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.aimendo.com%2F&data=05%7C01%7C%7C048b5e26dd654a7b210308da75644188%7Cb3f4f7c272ce4192aba4d6c7719b5766%7C0%7C0%7C637951372049386249%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000%7C%7C%7C&sdata=LdnEtMx8JAYSk%2BCfsnR%2BdTyKCbZ3nQ%2FZPPk8xMQ%2Fi8c%3D&reserved=0).

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