



# AI Voice Agents in Travel: The Executive Buyer's Guide for Travel Companies

How Modern Connectivity Powers  
Scalable, Automated, Traveler-Centric Operations

The Travel Commerce **Accelerator**

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# Introduction

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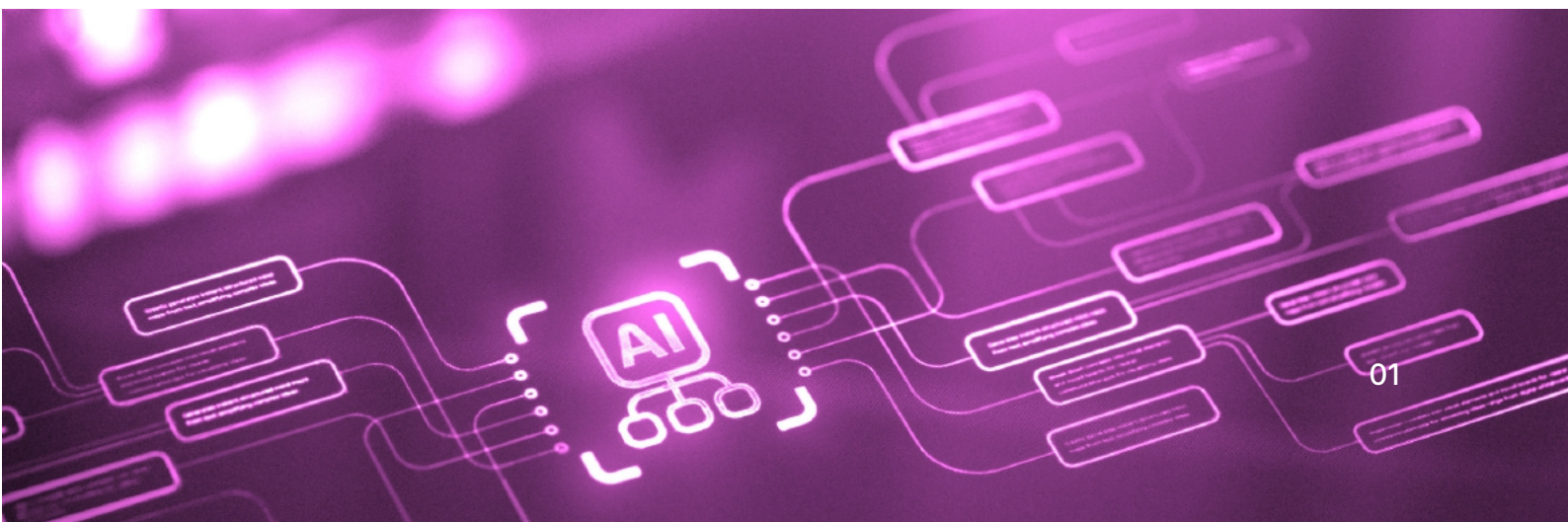
Artificial Intelligence has rapidly moved from experimentation to operational necessity in the travel industry. While much of the attention has focused on traveler-facing applications such as search, personalization, and chat-based customer support, one of the largest opportunities lies deeper in the operational layer of travel.

Every booking triggers a chain of follow-up tasks that are still largely manual.

- Reservations must be verified with properties.
- Payment information must be confirmed.
- Missing invoices must be collected.

For travel management companies, online travel agencies, wholesalers, and corporate travel platforms, these tasks generate millions of outbound phone calls each year.

AI Voice Agents are emerging as a practical way to automate this operational workload. This guide explains what AI Voice Agents are, how they are being used in travel operations, and how executives can evaluate the right solution for their organization





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## Why AI Voice Agents Matter Now

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The travel industry is experiencing renewed growth alongside rising operational complexity. The global travel management company market is projected to reach \$47.8 billion by 2030, growing at approximately 5% annually according to Research and Markets<sup>1</sup>.

As booking volumes increase, the operational burden grows as well. Many travel organizations still rely on service teams making manual calls to hotels and partners for tasks such as reservation verification, payment validation, and invoice collection. These calls are time-consuming, repetitive, and difficult to scale.








At the same time, advances in artificial intelligence have dramatically improved the capabilities of conversational systems. Modern voice AI combines speech recognition, natural language processing, and workflow automation to conduct real conversations and interact with operational systems. The broader voice AI market reflects this momentum. The speech recognition technology market is expected to reach \$29.28 billion by 2026, according to Markets and Markets<sup>2</sup>.



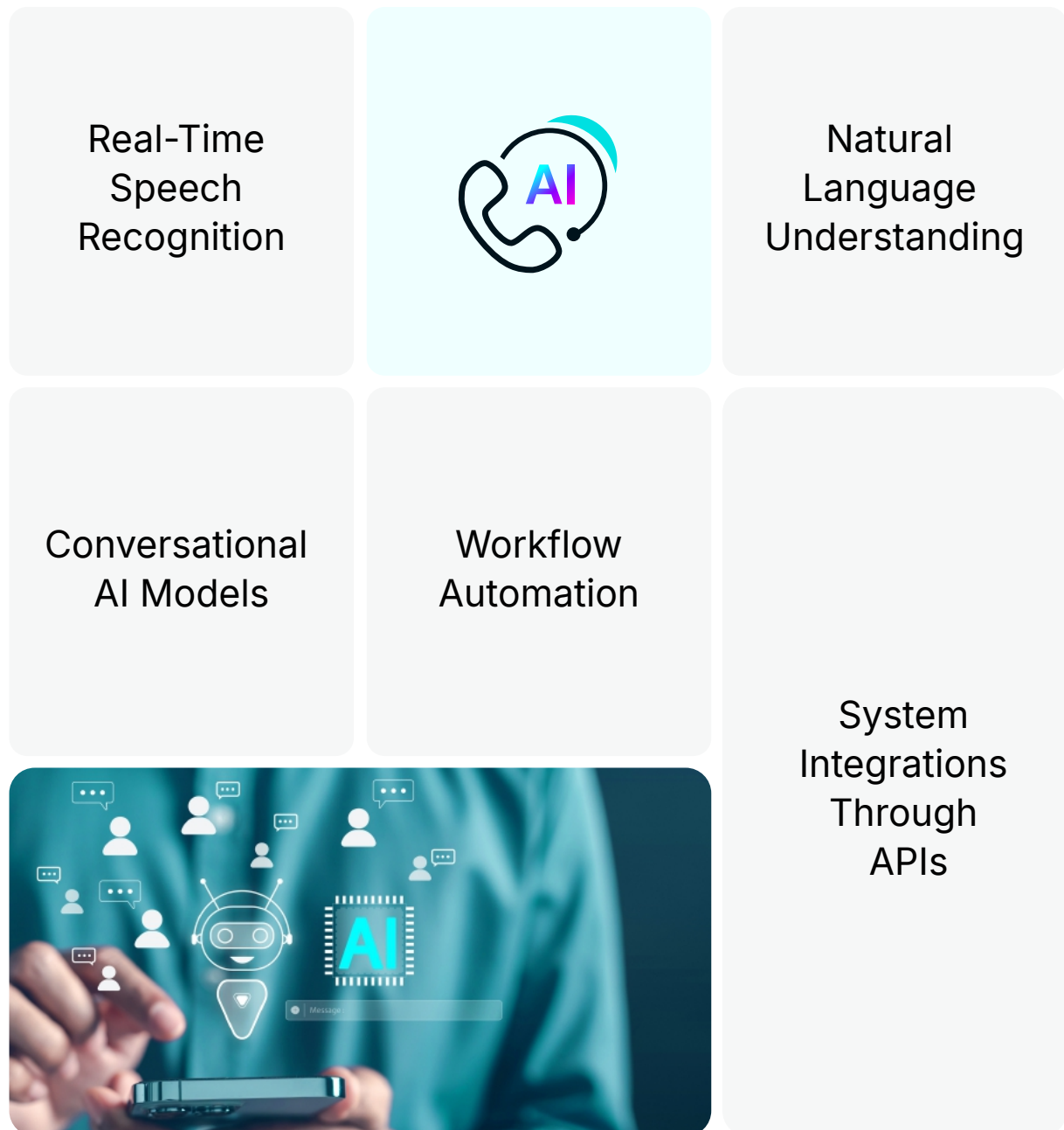
For travel companies, the timing is significant. AI Voice Agents can automate operational communication while maintaining the flexibility required in a fragmented global travel ecosystem.

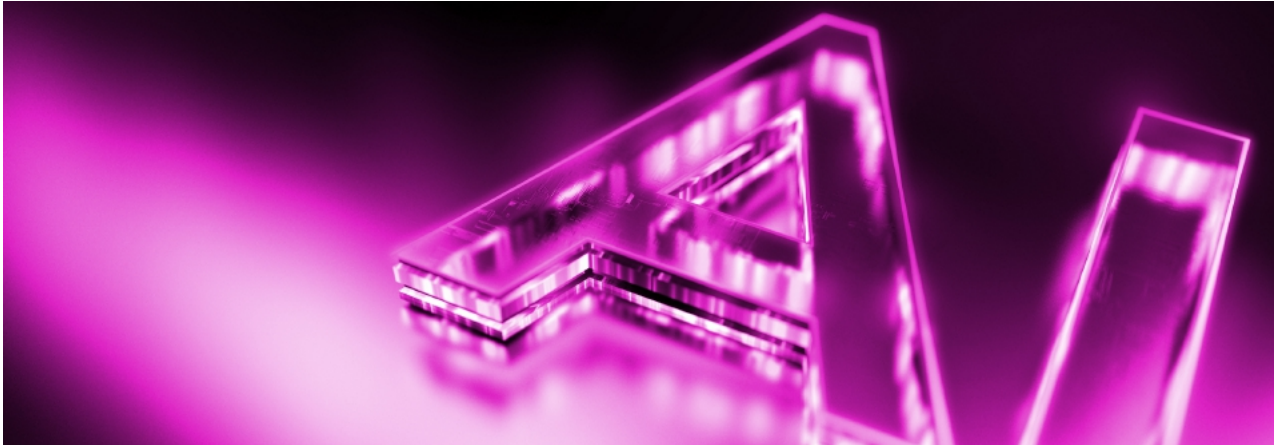
# What an AI Voice Agent Does in Travel Operations

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- The background image shows a person's hand pointing at a laptop screen. The screen displays a chat interface with a world map in the background. The chat conversation is as follows:
-  **User:** Could you help me organize a three-day trip?
  -  **AI:** Certainly. I will design a balanced plan for you.
  -  **User:** That sounds good. Could you also book the tickets now?
  -  **AI:** Of course. I will proceed with the booking immediately.
  -  **AI:** The booking has been successfully completed.
  -  **AI:** The payment receipt has been sent to your email address.

Unlike traditional automated phone systems, modern AI Voice Agents can hold dynamic conversations while interacting with operational systems in real time. They typically combine several technologies:





In travel operations, Voice Agents are most commonly deployed for tasks that require communication between companies. Typical use cases include:



### **Reservation Verification**

Confirming that properties have received reservations and that booking details are correct before the traveler's arrival.



### **Payment and Virtual Credit Card Validation**

Ensuring that payment instructions or virtual credit card (VCC) details are correctly understood and recorded by the property.



### **Invoice and Folio Collection**

Retrieving billing documents from hotels after checkout, which are needed for reconciliation when automated integrations are unavailable

These are high-frequency tasks that create large operational workloads for travel companies. More use cases will continue to emerge based on customer needs and opportunities.



# The Strategic Value of Voice Automation

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Organizations exploring AI Voice Agents often focus first on cost savings, but the long-term value is broader. Three strategic benefits typically emerge.



### **Operational Efficiency and Scalability**

The most immediate benefits include reducing manual operational work for employees and saving money by not having to outsource the services to call centers. When travel demand fluctuates dramatically with seasonal peaks, it can overwhelm teams.

Instead, AI Voice Agents can run thousands of calls simultaneously across time zones. This allows travel companies to process high call volumes, handle peak periods, and expand operations without increasing headcount. Furthermore, AI Voice Systems can retrieve booking data directly from operational systems, reducing inconsistencies and improving accuracy.



### **Better Traveler Experiences**

Many calls to hotels are made because something went wrong or might go wrong, such as unclear payment details, missing VCC instructions, or a hotel being unable to locate a reservation. If these issues are discovered only at check-in, the traveler experiences friction. By verifying information before arrival, problems can be resolved in advance. This results in fewer issues at check-in, fewer emergency calls from travelers, and higher traveler satisfaction. For TMCs in particular, preventing traveler frustration is critical to reducing client churn.



### **Higher Employee Productivity**

Automating repetitive communication allows human agents to focus on complex service scenarios that require judgment and relationship management. This shift improves both operational efficiency and the employee experience.

# Key Capabilities to Look for in an AI Voice Platform

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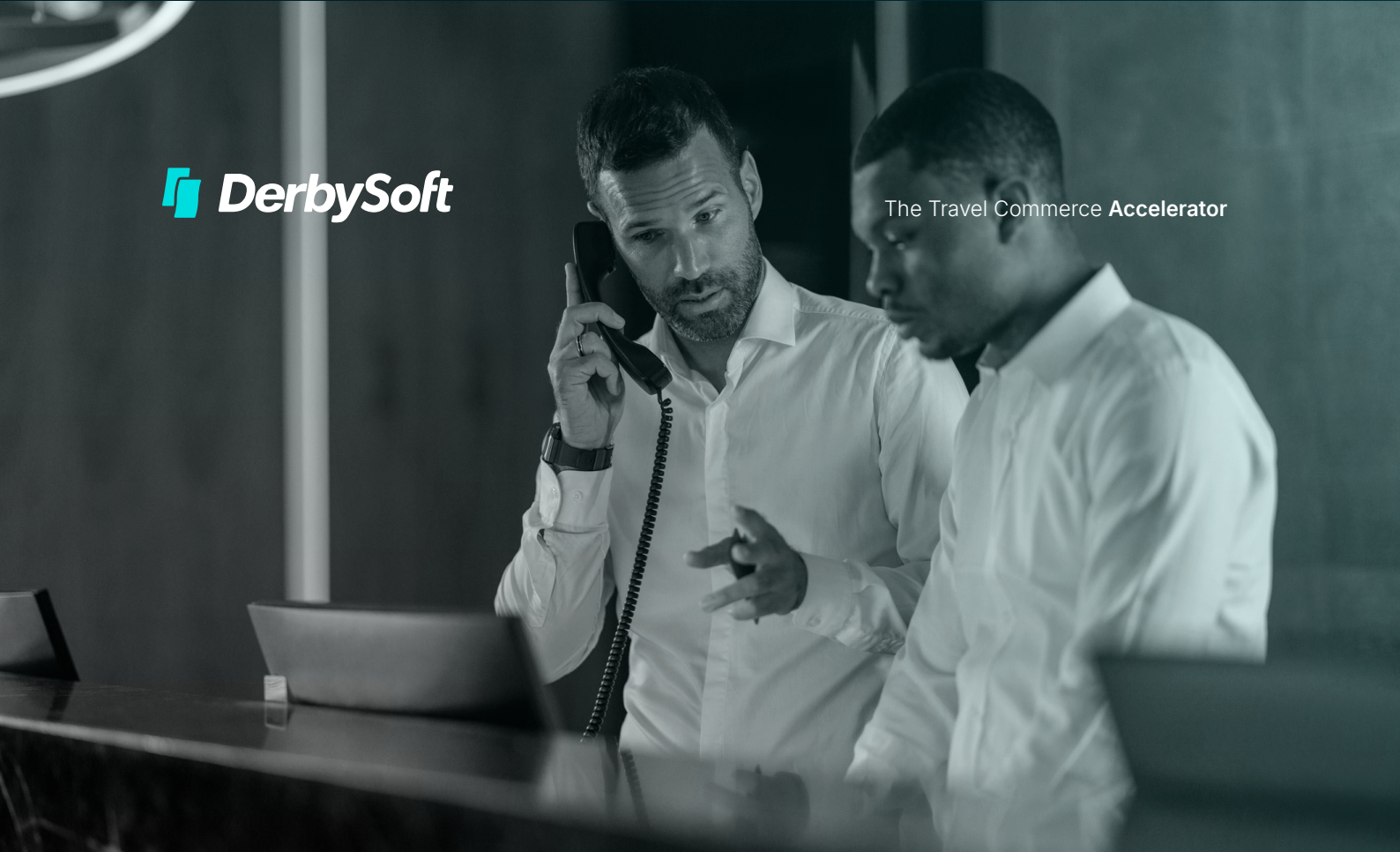
Not all voice AI systems are suitable for travel operations. Executives evaluating vendors should focus on five critical capabilities.

## 1. Industry-Specific Understanding

Travel workflows contain terminology and processes that generic AI platforms may not understand. A suitable system should recognize concepts such as reservation confirmation, virtual credit cards, folios and invoices, and check-in/payment workflows. The AI must operate with the full reservation context, allowing it to ask the right questions and interact with hotel staff the same way a travel agent would.

## 2. No Integrations Needed

Voice agents work seamlessly with platforms and operational systems via the AI dashboards. Even without integrations to booking platforms, travel management systems, payment platforms, distribution systems, and content platforms, voice automation can complete operational workflows.



### **3. Multilingual Communication and Global Reach**

Travel operations involve communication across regions, time zones, and languages. AI voice platforms should support multilingual conversations, handle accents and regional variations reliably, and automatically retry calls based on hotel time zones and typical front desk availability patterns.

### **4. Human Escalation and Exception Handling**

Automation should enhance human service teams rather than replace them. The best voice platforms escalate complex scenarios to human agents with full context, including conversation summaries and relevant operational data.

### **5. Continuous Learning and Optimization**

Voice AI improves over time when systems analyze conversations and refine workflows. Executives should evaluate how platforms learn from interactions and improve operational performance.

## How AI Voice Agents Fit into Travel Technology Strategy

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Voice automation should not be viewed as a standalone tool. It works best when integrated into a broader travel technology ecosystem that includes structured content management, booking and distribution systems, payment and reconciliation workflows, and data intelligence platforms.

When connected to this ecosystem, voice agents become part of the operational infrastructure that supports travel commerce. Instead of adding another layer of complexity, they automate communication between systems and partners.

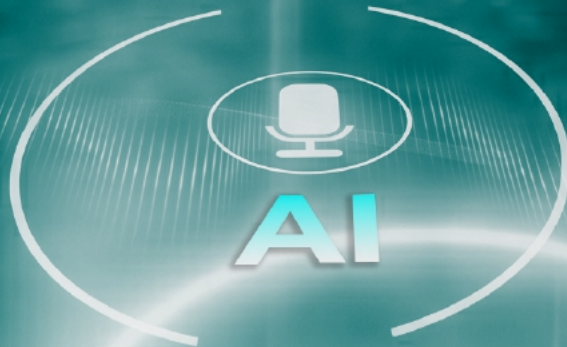
Deployment should be simple and flexible. Leading solutions offer both API integration for clients with technical capabilities (allowing automated call requests and real-time status updates) and simple CSV uploads for clients without engineering resources. Typical deployment times should be a matter of weeks, not months.





# The Emerging Role of AI Voice in Travel

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Several technology providers are now exploring voice automation for travel. Some offer general conversational AI platforms that can be adapted to travel workflows. Others are building solutions specifically designed for travel operations.

Among these emerging solutions, DerbySoft's AI Voice Agent is one example of a system designed specifically around the operational realities of travel distribution and travel management companies. The platform focuses on automating outbound communication tasks such as:



Reservation Verification



Payment Validation



Invoice Collection



Key differentiators for specialized travel solutions like DerbySoft's include:



### High Success Rates

AI Voice Agent successfully retrieves or validates requested information in over 70% of calls, often outperforming large teams making manual calls.



### Natural Interaction

Hotel staff interact with the AI much like they would with a human caller. In practice, hotels realize or ask whether they are speaking with an AI in less than 5% of calls.



### Risk-Free Pricing Models

Rather than charging per minute or per call, specialized solutions offer a pay-per-successful-outcome model. Clients are only charged when the call produces a conclusive result that fulfills the purpose of the request.



### Free Pilot Programs

Providers often offer a free pilot program, allowing clients to evaluate the solution's performance on a limited scope before committing.

These results and features highlight how purpose-built voice automation can address operational tasks that have historically required manual intervention.

# Questions Executives Should Ask Before Investing

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Before implementing an AI voice platform, travel executives should evaluate several strategic questions.

**Which operational tasks generate the highest call volume?**

Identifying the most repetitive workflows helps determine where automation will deliver the greatest impact.

**How fragmented are supplier systems?**

Voice automation becomes especially valuable when working with partners that lack modern APIs.

**How will the system integrate with existing technology?**

Integration determines whether voice automation becomes a core operational capability or just another disconnected tool.

**How does the solution handle data privacy and compliance?**

Ensure the AI Voice Agent is designed to comply with GDPR and relevant data-protection regulations, uses only the minimum required data for each task, and follows strict data-handling and retention policies.

**What level of automation is appropriate?**

Some organizations begin with partial automation or a pilot program focusing on a specific workflow (like invoice collection) while keeping human oversight before expanding further.

# The Future of Operational Automation in Travel

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The travel technology industry has historically focused on improving the booking experience. However, much of the industry's operational complexity occurs after the booking is made.



Reservation confirmations, payment verification, and invoice collection generate a large volume of operational communication that has traditionally relied on human agents. AI Voice Agents provide a way to automate this communication without requiring every partner to implement new integrations.

Over time, voice systems may become part of a broader intelligent infrastructure that connects travel companies, hotels, and service providers through automated operational workflows. In this model, AI Voice Agents do not replace human service teams. Instead, they handle routine operational communication so that people can focus on higher-value interactions.

For travel companies looking to scale operations while maintaining service quality, AI Voice Agents represent one of the most practical and immediately deployable forms of artificial intelligence.

# References

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1. Research and Markets, "Global Travel Management Company Market Report"
2. Markets and Markets, "Speech Recognition Technology Market Report"



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