



Virtual assistance

DB Vertrieb - InnoTrans

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Humans are indispensable, but what do we do when humans are not available?



No customer will accept waiting in a queue or on a hotline in 5 years' time

Customer expectations meet trends in personalised sales - a game changer is needed

Customer expectations

- Case-closing solution
- 24/7 availability
- No waiting times



Trends in person-operated sales

- Less sales - more service and advice
- Broad range of advice - from simple to highly complex
- Customer volume strongly dependent on operating situation
- Shortage of skilled labour

Digital ecosystem can be the game changer



Ticketing



Travelguide



Customer support

Hello, my name is Kiana

Your virtual assistant by
Deutsche Bahn



Kiana addresses the core challenges of personalised sales



Strong in Language

- Genuine question-and-answer dialogue
- Multilingualism



Always & everywhere

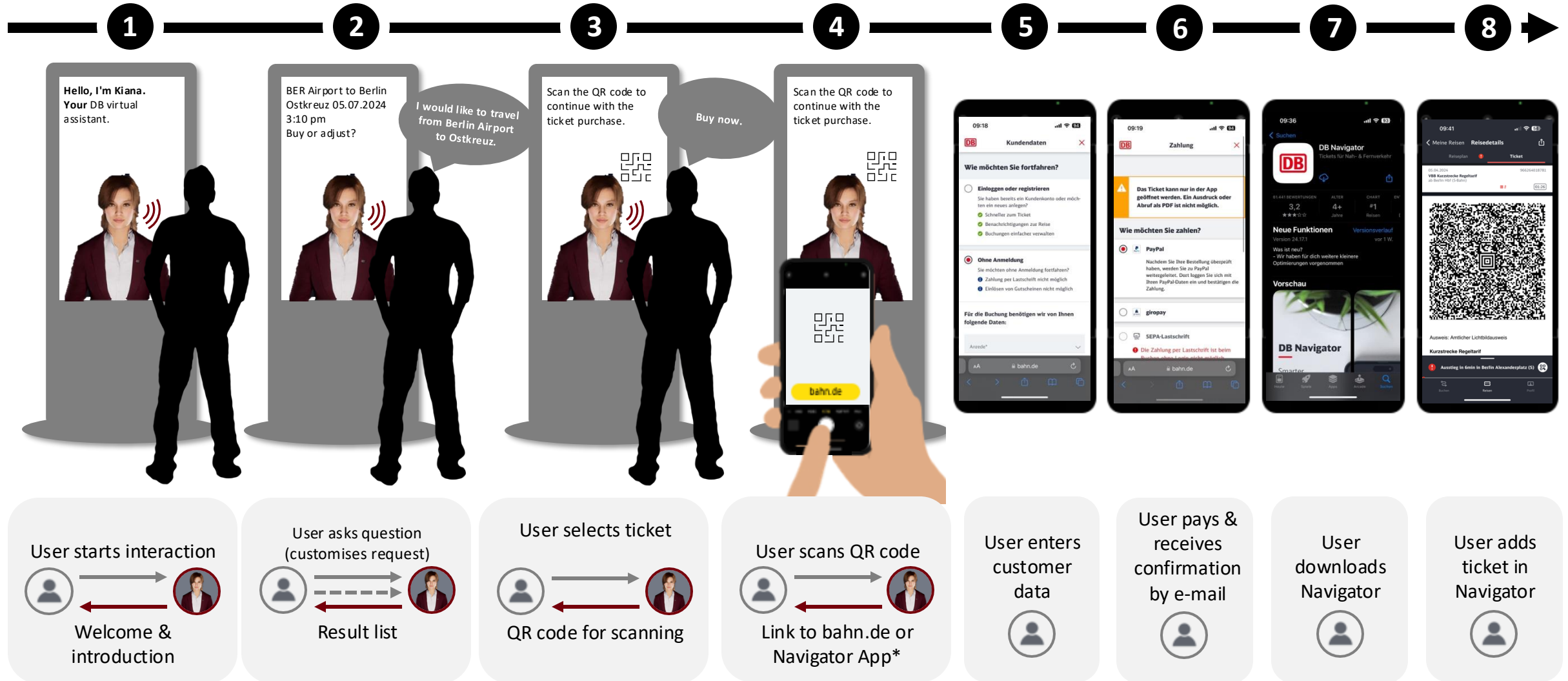
- Available 24/7
- Location-independent
- Scalable



Expandability

- Information
- Sales information
- Orientation

Kiana will be deployed as an MVP at Berlin Airport from Q4/2024 and will support users with connection searches, ticket purchases, etc.



* Shortened route if the customer has already installed the Navigator