CHAT2LEARN
Chatbot technologies for digital entrepreneurship education and adult learners

Project n. 2020-1-CY01-KA204-065974

IO1: Developing a chatbot learning environment in the field of digital entrepreneurship

1.1. Collecting best practices and tools on Technology Enhanced Learning and creation of a resource library on topic

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Good practices template

Good practice definition

A "**good practice**" can be defined as follows:

A good practice is not only a practice that is good, but a practice that has been proven to work well and produce good results, and is therefore recommended as a model. It is a successful experience, which has been tested and validated, in a broad sense, which has been repeated and deserves to be shared so that a greater number of people can adopt it

Good practice criteria

The following set of criteria will help us to understand whether a practice is a "good practice":

- **Effective and successful**:

  A "good practice" has proven its strategic relevance as the most effective way in achieving a specific objective; it has been successfully adopted and has a positive impact on individuals and/or communities

- **Technically feasible**:

  Technical feasibility is the basis of a "good practice". It is easy to learn and to implement

- **Replicable and adaptable**:

  A "good practice" should have the potential for replication and should therefore be adaptable to similar objectives in varying situations

- **Environmentally, economically and socially sustainable**:

A "good practice" meets current needs without compromising the environment and/or the social cohesion of the territories

Title	
Chatbot Vera	
Date/Period	**Authors**
Currently Available, launched initially in 2020	*Vakanties.nl*
Partner	
Lidi Smart Solutions, The Netherlands	

Element	*Guiding question*
Type of practice	*Chatbot Vera is part of a technical application of the Chatbot Technology in the tourism and hospitality industries.*
Publisher (optional)	*Desktop research through the use of newspapers, articles and various websites related to tourism online and virtual services.*
Target audience	*The target audience for the chatbot Vera is the customers of the website: www.vakanties.nl. The target audience of this website consists of customers looking for holidays outside of the Netherlands.* *The target audience for the concept that the chatbot Vera is based on are organisations that provide vacation booking services online.*
Objective/Aim	*The objective of this practice is to help individuals find a suitable holiday destination through an online service.*
Location/Geographical coverage	*The Netherlands and Belgium*
Description	*Booking a trip via an online platform has become the new standard for customers looking for a holiday. As the ultimate place to find the best holiday for the best price, customers find themselves at the place of being the decision makers and many*

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of their demands continue to increase. The functionality of companies in the tourism, travel and hospitality industry were heavily tested at the beginning of the Covid-19 pandemic, when due to travel restrictions, millions of travel plans were cancelled. While many companies which operate traditionally online experienced struggles and delays in their response rates, techy travel agencies, including Vakanties.nl. were able to meet customer demands and respond quicker to questions through the usage of their Chatbot Vera. The Vakanties.nl platform allows customers to:

- make combinations of flights, hotels and rental cars in real time
- compose your own holiday without stress of choice, but with hyper-personal suggestions.
- Moreover, if you have any questions about your booking, you can contact the chatbot, Vera.

Many things within the company are automated, which also saves many costs. The company does not have the ambition to become very big in numbers of staff. The company aims that everything made at Vakanties.nl is able to be scaled up without the deployment of extra staff.

Vacanties.nl believes that everyone should be able to go on holiday and shares that according to them a vacation is a primary necessity of life. The owner mentions that through the creation of this business, as an entrepreneur she fights for the provision of affordable vacations for the masses.

Methodological approach	At Vakanties.nl the company culture is one in which innovation and technology are anchored from the start and in which the business processes are geared to it.

Technology is the basis that differentiates Vakanties.nl from other travel agencies. Their algorithm differentiates on the personal component through the use of big data. By using big data, they can not only make personalised offers, but they can also drive targeted marketing and quickly put together a product mix so that the customer no longer has to search for hours. This gives the customer the opportunity to be able to arrange a holiday more efficiently.

At Vakanties.nl, they believe that the chatbot Vera is the future of customer service and the owner has plenty of innovative plans for the future. One of these plans is related to |

	conversational technologies and Google Dialogflow. The company believes that this concept is much more scalable than the hybrid solutions we often see now. *The chatbot Vera has been working with customer service for a year and has as a core task the responsibility to answer all questions from the company customers at lightning speed. Vera conducts these actions via a web chat and WhatsApp, where custom links between WhatsApp, Dialogflow and Salesforce have been established. Vera is getting smarter every day through machine learning. Behind the scenes the team works hard to make Vera everyone's personal assistant.* *The team of employees at Vakanties.nl writes a lot of the content for Vera, in order to utilise the knowledge of responses to the chatbot. Due to the frequent addition of content, they are currently busy with developing an application for this purpose, in order to do this more efficiently. Currently Vakanties.nl is busy with the creation of this user-friendly interface application for the chatbot's knowledge base, linking Lucidchart to this application and the automation of content upload from Lucidchart to Dialogflow.*
Finance	*The company, Vacanties.nl, which owns Vera, is also the organisation which invests in the development of the chatbot.*
Constraints (optional)	*What are the challenges, obstacles/barriers encountered in applying good practice? (for example: psychological, legal, technological, institutional etc.)* *Max. 300 words*
Outcomes	*The Chatbot is available via the website of the company:* *https://www.vakanties.nl*
Replicability and/or up-scaling	*It is important to keep customers up-to-date and especially (and not only) in times of crisis. Many travel organizations received criticism when they were unable to respond to concerned customers in time during the corona crisis. By offering extensive information via the chatbot Vera, the company was able to make the workload for the team bearable.* *This type of chatbot is highly suitable for organisations which regularly receive similar inquiries and questions. Automating*

	the response process can result in improvement of the customer service of organisations. It can be concluded that there are many possibilities of extending this good practice and can be rated at level 5. The characteristics of this good practice also enable it to adapt in other contexts.
Conclusion (optional)	*Such was not shared*
Opinion (optional)	*Express your opinion on a scale from 1 (=min) to 5 (=max) about:* ● *Usability - 5 – This service is innovative for the travel and tourism industry.* ● *Relevance -5– It's not only related to customer satisfaction, but also to business and process efficiency. This practice can save time and financial resources for the business.* ● *Granularity 3 – There are technical aspects that need to be further researched and outlined.* ● *Integration 4 - The integration of this practice within the Chat2learn project is possible. The concept is innovative and relevant for the education and learning sectors and through the usage of this concept many labor-intensive tasks can be automated.*
Further considerations	*No further considerations*