

Ayesa and HBX Group launch an AI-powered voice channel as part of their omnichannel customer service solution

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London, 2 October 2025 — [HBX Group \(HBX.SM\)](#), a leading independent B2B travel technology marketplace, has announced the global launch of an innovative AI-powered voice channel for customer service, in collaboration with **Ayesa**, a global provider of technology and engineering services and a specialist partner in Artificial Intelligence and user experience. This represents the definitive modernisation of HBX Group's customer support ecosystem, completing the integration of AI across all key channels: chat, email, helpdesk and now, telephone.

"Our goal is to offer our customers a faster, more intuitive and modern experience, while simplifying management and reducing response times. This improves both team efficiency and customer satisfaction. This launch also marks an important step forward in embedding artificial intelligence into HBX Group's processes, and demonstrates our commitment to constant innovation, where technology and the expertise of our teams always go hand in hand," said **Xabier Zabala, Chief Operations Officer at HBX Group**.

"With this innovation, we are transforming the telephone support experience, setting ourselves apart from traditional systems and creating real value for those who rely on us."

The project, led by Ayesa's new AI - Data & Digital Experience division, is built on Google Cloud's Contact Center AI (CCAI) platform. At its core, it integrates components such as Dialogflow for advanced virtual agents, along with the latest Gemini generative AI models from Google Cloud. The result is a voice channel capable of eliminating background noise, transcribing with high accuracy, and maintaining conversations that flow naturally, as if speaking to a real person.

A revolution in telephone customer service

The new solution offers a more natural and seamless customer service experience. As soon as the customer contacts the system by telephone, it will ask them a simple question: 'How can I help you with this booking?' From there, they can explain what they need in their own words, without having to navigate through menus.

Key features include:

- **Natural language interaction:** customers can speak freely, and the AI interprets their intent.
- **Automated resolution:** the system can instantly handle routine tasks such as booking reconfirmations, enabling more than 30% of requests to be resolved without human intervention.

- **Intelligent transfer to agents:** when human support is required, the AI directs the call to the right team and provides a full transcript of the request, avoiding repetition and reducing handling time.

This change addresses the two main objectives of the project: modernising the customer experience by offering a faster, more intuitive and less frustrating service; and increasing operational efficiency by automating high-volume, low-complexity queries, freeing up agents to focus on more complex cases.

This new service creates clear added value for both customers and the company: customers get the help they need more quickly, explaining in their own words and receiving either an immediate solution or a seamless connection to the right expert without repeating their case; while the company benefits from greater operational efficiency and higher customer satisfaction through automation of routine calls and the creation of a modern, frictionless telephone experience.

Victor Fernandez, Director of AI - Data & Digital Experience at Ayesa, states that "the launch of the voice channel for HBX Group is not just a technological milestone; it is the realisation of our vision of a truly unified and frictionless customer experience. This project demonstrates the ability of our new AI - Data & Digital Experience department to orchestrate complex technological ecosystems and deliver transformative business value."

While many companies still rely on basic telephone menu systems, HBX Group is taking a step forward with a truly conversational interface. The integration of natural language, automation and intelligent transfers sets a new standard in customer service, far above traditional systems.

Global phased rollout

The launch began in September 2025 and will continue with a phased rollout across markets and call volumes until November.

During implementation, key performance indicators (KPIs) such as AI accuracy, customer satisfaction and containment rates will be closely monitored to guide service adjustments and optimisation at each stage.

About Ayesa:

Founded in 1966, **Ayesa** is a global provider of technology and engineering services, with 12,500 employees and a direct presence in 23 countries across Europe, the Americas, Africa and Asia. Led by José Luis Manzanares, the company generates turnover in excess of €700 million.

About HBX Group

HBX Group is a leading global independent B2B travel technology marketplace that owns and operates Hotelbeds, Bedsonline, Roiback and The Luxurist. We offer a network of interconnected travel technology products and services to partners including online marketplaces, tour operators, travel advisors, airlines, loyalty programmes, destinations, and travel suppliers.

Our vision is to simplify the complex and fragmented travel industry through a combination of cloud-based technology solutions, curated data, and a broad portfolio of products designed to maximise revenue. HBX Group is present in 170 countries and employs more than 3,500 people worldwide. We are committed to making travel a force for good, creating a positive social and environmental impact.

HBX Group International PLC (HBX.SM) is listed on the Spanish Stock Exchange, ISIN:GB00BNXJB679.

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