

HBX Group enhances customer service by incorporating AI-powered real-time translation into its 'Olivia' chatbot

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London, 21 October, 2025–**HBX Group** (HBX.SM), a leading independent B2B travel technology marketplace, **takes a decisive step forward in global customer service** with the launch of a new version of its chat tool, 'Olivia', which incorporates **real-time (RTT) two-way translation powered by artificial intelligence**.

The new feature allows any customer to start a chat in their local language at any time of day. When a native agent is available, the conversation is assigned directly. If not, an AI system is automatically activated: customers write in their language and receive automatically translated responses, while agents respond in English. The result is a smooth and natural interaction. The customer receives responses in their own language, without any complications. At the same time, a label appears indicating that the conversation is being automatically translated, reflecting HBX Group's commitment to the transparent and responsible use of AI.

With 'Olivia', HBX Group ensures that every customer receives immediate, personalised assistance in their own language, without delays or friction. At the same time, the company strengthens its ability to handle peaks in demand and improves team productivity, thereby supporting its international growth.

Global AI Strategy

This launch forms part of a broader plan by HBX Group to integrate artificial intelligence across all customer service channels: chat, help desk, email and telephone. The company has already implemented intelligent query classification tools, which optimise case routing, and automation processes for routine tasks such as booking reconfirmations, achieving automatic resolution rates of over 30%. These improvements enable the organisation to move towards a more scalable, efficient and user-experience-focused service model.

The two-way simultaneous translation solution designed by HBX Group stands out for being a fully integrated, real-time system, positioning the company as a pioneer in delivering seamless, real-time global service (24/7) in 13 languages.

After the initial launch phase in Spanish, Portuguese, Chinese, Japanese, Arabic, Italian, French, Greek, Thai and Turkish, HBX Group plans to activate this feature in the rest of its markets in the coming weeks, thus consolidating a truly global customer service offering. The solution has been built with a translation engine trained with travel industry-specific vocabulary and incorporating

specific requests from HBX Group customers, ensuring more accurate and efficient communication.

“Our goal is for any customer, anywhere in the world, to feel that they are receiving personalised service, without having to deal with language barriers. Real-time translation with Olivia represents a qualitative leap in user experience and proof of our commitment to technological innovation through artificial intelligence,” says **Xabier Zabala, Chief Sourcing and Operations Officer at HBX Group**.

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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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