

AI Practical Applications in Track

NEXT
SERIES

The **Heart** of Hospitality



Audience Q&A

Reviews Management

Host Response Needed

Expiring Reviews: 2 days left

Low Rating: 3 stars or less

Airbnb

Homeaway

All Reviews

Search by keyword or number

Select Locations...

Select Unit...

Rating

Review Status

Expiring Re...

Channel	Unit	Checkout Date	Rating	Guest Review
Homeaway	Timberlake Chalet	01/21/2025	★ Not Available	MP Mui Pjetrovic 01/18/2025 - 01/21/2025 No guest review available.
Airbnb	River's Rest Retreat	01/02/2025	★ 5	FG Felisha Gaspar 12/16/2024 - 01/02/2025 A great place for a relaxing weekend. The hot tub was a fantastic addition. Our stay was peaceful and rejuvenating.
Homeaway	Nautical Nook	01/01/2025	★ 5	LM Laquita Macdermott 12/29/2024 - 01/01/2025 This house had it all! The view was beautiful, the location was perfect, and the proximity to local attractions was a bonus. We had a great time and would definitely recommend this property to anyone looking for a peaceful getaway.
Homeaway	The Secret Garden Cabin	01/01/2025	★ 5	TG Talisha Glymph 12/25/2024 - 01/01/2025 A cozy and inviting place. The decor was beautiful, and the location was perfect. We had a great time and would definitely recommend this property to anyone looking for a peaceful getaway.
Airbnb	Creekside Comfort Cottage	12/29/2024	★ No Rating	TC Twanda Caminita 12/26/2024 - 12/29/2024 Amazing stay! The home was decorated and had everything we needed for a comfortable stay. The location was perfect, and the view was beautiful. We had a great time and would definitely recommend this property to anyone looking for a peaceful getaway.

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Host Responses with Smart Reply Generation

- Features a **Smart Command Box** for added customization
- Use the Smart Command Box to:
 - Provide instructions that enhance replies
 - Integrate branding or emotional focus for a tailored experience

Current Usage of AI in Track Distribution

- **Review Management:** Automated systems for monitoring and responding to reviews efficiently.
- **Review Reporting:** Comprehensive analysis of customer feedback to identify trends and actionable insights.
- **Beta Testing for Channel Descriptions:** Enhancing distribution platforms with optimized and AI-generated property descriptions.

Future AI Plans: Text-Based Shortcuts

Objective: Retain users within Track by integrating AI into fields where customers leave Track to use external tools.

Use Cases:

- AI-driven input suggestions for repetitive tasks.
- Streamlined workflows directly within Track's interface, eliminating external dependencies.

Benefit: Improved efficiency and user experience by reducing context switching

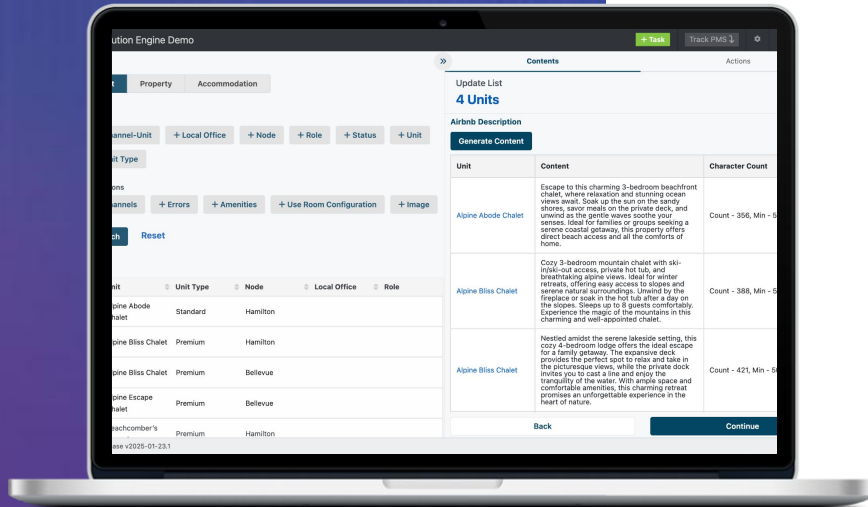


Image Tagging with AI









(Area of Research)

Overview: AI-powered tagging system for property images.

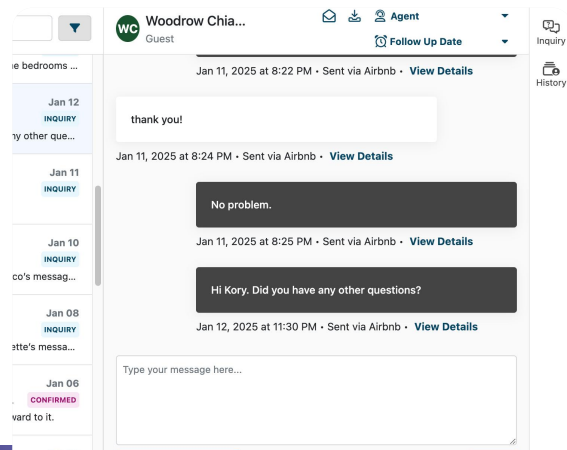
Process:

- Custom-made, proprietary AI-model identifies and categorizes images.
- Human feedback loop ensures accuracy and continuous improvement.

Live Demo: Showcasing the learning phase of the project, emphasizing potential applications.

	bathroom_14.jpg	Predicted: bathroom Certainty: 0.9159		kitchen_56.jpg	Predicted: kitchen Certainty: 0.0000
	bathroom_15.jpg	Predicted: bathroom Certainty: 0.9878		kitchen_58.jpg	Predicted: kitchen Certainty: 0.0241
	bathroom_18.jpg	Predicted: bathroom Certainty: 0.7853		kitchen_59.jpg	Predicted: kitchen Certainty: 0.2144
	bathroom_2.jpg	Predicted: bathroom Certainty: 0.6460		kitchen_6.jpg	Predicted: kitchen Certainty: 0.0000

Larger AI Projects: Enhancing Communication and Automation



Guest Communications:

- AI integration into messaging platforms to enhance guest interaction.
- Language-based triggers to automate responses and actions dynamically.

A screenshot of a reservation management interface. The top section is titled 'General Information' and contains fields for 'Name' (Send confirmation/lease agreement - American Pride), 'Object' (Reservation), 'Event' (Reservation Created), 'Start Date', 'End Date', and a 'Run Once' checkbox. Below this is a section titled 'Meet "ALL" of the following conditions' which contains several dropdown menus and buttons. The dropdowns are labeled 'Status', 'Unit', 'Tags', and 'Type'. The buttons are labeled 'Confirmed', 'Harbor House Hideaway', 'Migrated Future', 'Migrated Historical', and 'Owner'. Each button has a close icon (X).

Natural Language Automations:

- Transitioning from rule-based to language-driven automations.
- Anticipating and responding to guest needs based on data.



Open Discussion



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