

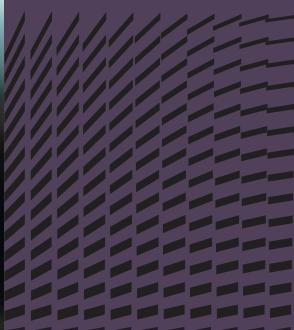
Obilet Client Story

2026 Q1

Prepared by

CBOT





Content

01	Executive Summary	05	About CBOT
02	Need	06	Brief Closing
03	Solution	07	Thank You
04	Scope		

Executive Summary

Obilet, as a Turkey-based digital travel platform, offers users multiple travel products—including hotel reservations—through its web and mobile channels.

In this project, CBOT designed a digital assistant for Obilet that answers **hotel-specific** questions on the detail pages of hotels listed on the platform. The setup was implemented in a cloud model and integrated with the existing service that provides hotel reviews and features. The goal was to **reduce the user's effort in searching for information on the page**, lower friction on the path to purchase by delivering accurate information through conversation at the moment of decision-making, and increase customer satisfaction.

In live use, it answered over **158,000** questions in four months.

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Number of Questions Answered

158K +

obilet

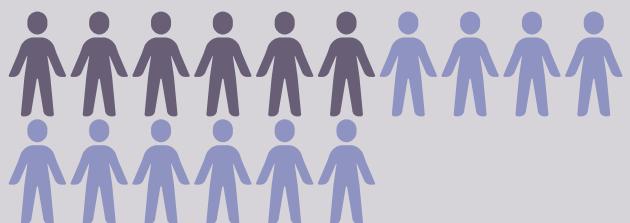
Client Story

Need

On Obilet's hotel detail pages, users often prefer to proceed by getting a quick answer to a single question rather than “**reading through the features to make a decision.**”

In the current experience, even though hotel information is available on the page, two critical obstacles arise: (1) the user “doesn’t want to read,” and (2) they either “can’t find” the relevant information on the page or can’t confirm whether it’s in the right place.

This **increased** the risk of **unnecessary browsing, hesitation, and drop-off** at the moment of decision.



Cost of Accessing Information

35%
The user was scanning the page to find answers to specific questions such as breakfast, parking, location, or cancellation.

Loss of Context

Even if the information being searched was present on the hotel page, it wasn’t always clear whether it specifically applied to that hotel.

Need for Speed at the Moment of Decision

45%
Even a small uncertainty during hotel selection could delay or disrupt the purchase decision.

Need for Scalable Support

Hotel page-based questions can generate high volumes of both unique and repetitive FAQ patterns.

Solution

CBOT designed the solution around the trio of “page context + hotel data + dialogue.”

Channel and Context

The hotel assistant was positioned to operate via the web on Obilet’s hotel detail pages. Whichever hotel page the user was on, the assistant retrieved that hotel’s identity (context) and made this context mandatory in generating responses. This ensured that instead of providing “general hotel policy” information, the assistant delivered information specific to the hotel currently being viewed.

Integration

In the cloud setup, the hotel assistant was integrated with the existing service that retrieves hotel features and user reviews. This integration enabled a large portion of questions to be answered using “structured feature data” (e.g., is breakfast available, parking, pets) and “insights summarized from reviews.”

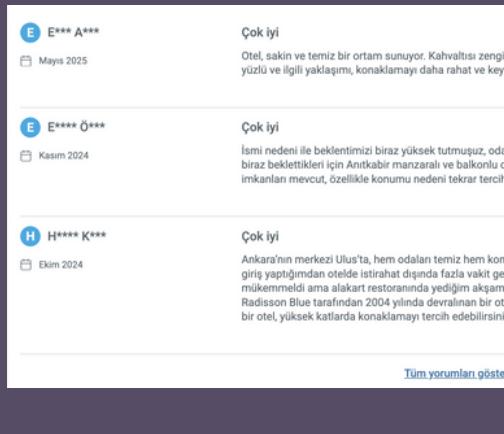
Communication Flow

The dialogue flow followed a logic of providing clear answers to short questions, with follow-up questions when needed (e.g., “is it free or paid?”, “what time range?”). An escalation mechanism to the human support team was not included in this phase; however, the roadmap envisions expanding the assistant into a transaction-focused layer with capabilities like reservation, modification/cancellation, and availability checks.



Scope

Powered by existing reviews and facility features, the hotel assistant provides users with the information they need about the hotel 24/7, instantly, and in a context-aware manner.



Three reviews from Obilet customers:

- E*** A***** Çok iyi (May 2025)
Otel, sakin ve temiz bir ortam sunuyor. Kahvaltı zengin ve doyurucu olup farklı lezzetleri deneme fırsatı sunuyor. Personelin güler yüzlü ve ilgili yakışımı, konaklamayı daha rahat ve keyifli hale getiriyor. Fiyat ve fayda dengeşi açısından da tamamen edici bir seçenek.
- E*** Ö***** Çok iyi (Kasım 2024)
İsmi nedeni ile bekletmemiziz biraz yüksek tutmuşuz, odaların biraz eski kalmış, banyo ve oda maalesen iyi temizlenmemiştir. Girişte bizi biraz bekletmek için Antakabir manzara ve balkonlu oda verdiler, teşekkür ederiz. Kahvaltı gayet iyi ve seçenekçi fazlaydı, otopark imkânları mevcut, özellikle konumu nedeni tekrar tercih edilebilir ancak fiyatlar bu performans için yüksek kalmıyor.
- H*** K***** Çok iyi (Ekim 2024)
Ankara'nın merkezi Ulus'ta, hem odaları temiz hem koni güzide yapılmış otelde istirahat dışında fazla vakit geç miükemmeli ama alakart restoranında yediğim akşam Radisson Blue tarafından 2004 yılında devenralanın bir otel bir otel, yüksek katlarda konaklamayı tercih edebilirsiniz.

[Tüm yorumları göster](#)



Mobile application interface showing hotel information and reviews:

- Text input: Size nasıl yardımcı olabilirim?
- Text input: otelde çalışmam gerekecek toplantı odası var mı
- Text input: Evet, otelde toplantı odaları ve çalışma odaları bulunmaktadır. İşle ilgili ihtiyaçlarınızı karşılayabileceğiniz uygun alanlar mevcuttur.
- Text input: havalimanından alıyor musunuz? ücreti var mı
- Text input: Otelde ücretli havaalanı transfer hizmeti bulunmaktadır. İsterseniz bu hizmetten yararlanabilirsiniz.
- Text input: Yazıyor...
- Map: Haritada Göster
- Section: İyi Konum (8.5)
 - Ulus: 80 m
 - Ankara Esenboğa Havalimanı: 23.8 km
- Section: Hakkında
 - Radisson Blu Ankara, tarihi Ulus semtinde yer almazı nedeniyle pek çok turistik yere kolaylıkla ulaşma imkanı sunuyor. Bunun yanı sıra odalarının modern, sık, aynı zamanda fresh tasarımında micasitlerden konforunu öne sürüyor.
- Section: Tesis Özellikleri
 - Açık Otopark
 - Restoran
 - Spor Salonu
 - Wi-Fi
 - Jakuzi
 - Çalışma Odaları
 - 24 Saat Açık Resepsiyon
 - Klima
 - Vale (Ücretli)

Customer
Obilet

Type
Hotel Concierge

Deployment
Cloud

Integration Points
Hotel Features
Hotel Reviews

Data Sources
Hotel Features
User Reviews

In Future Phases:

In future phases, this structure is envisioned to evolve beyond information delivery into a transaction-focused solution—managing reservation, modification, and cancellation processes; handling payment and pricing operations; and offering an end-to-end digital experience.

About CBOT

Since our establishment in 2017, we have been empowering organizations with comprehensive AI solutions through our advanced, enterprise-grade AI-powered platform.

At CBOT, we offer companies and public institutions the ability to develop virtual assistants and chat-based automation systems that interact with end users or employees, leveraging advanced Generative and Conversational AI technologies. Our platform is trusted by over 100 businesses, particularly excelling in financial services, e-commerce, telecommunications, and customer service sectors.

In addition to being featured in Gartner market reports, we are recognized for our partnerships with global technology leaders such as Meta, Google, OpenAI, and Microsoft. Our award-winning, no-code AI platform seamlessly integrates with Large Language Models (LLM) and Natural Language Processing (NLP) systems, providing hybrid models that enhance customer and employee experiences.



Why CBOT?



Industry Focus

Since 2017, we have been at the forefront of enterprise-level chat-based AI projects.



Next-Generation Technology

By developing our own technologies and collaborating with the world's largest technology platforms, we aim to lead the way in innovation.



Speed & Quality

Thanks to our comprehensive, end-to-end, no-code platform, we reduce project timelines to just 2-4 weeks.



Dedication

We take full responsibility for the entire project process with our experienced team, allowing our clients to implement virtual assistant projects without needing to allocate internal resources.

Brief Closing



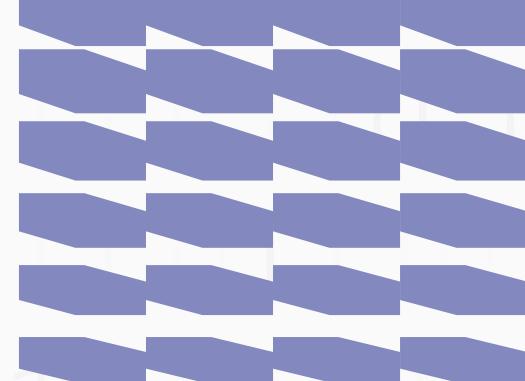
Summary

Digital workers are no longer merely systems that automate or generate responses; they are emerging as a new component of the workforce—with defined roles, areas of responsibility, and skill sets. This transformation gains significance not from what the technology does, but from how organizations position it.

The approach presented in this study demonstrates that when digital workers are designed with a persona, job description, and skill set, they can take on specific responsibilities—just like human employees—and directly contribute to business processes. In doing so, digital solutions move beyond being isolated tools to become an integrated part of the corporate structure.

Context-aware digital workers that draw from enterprise knowledge and interact with various systems simplify user experience while reducing operational load and ensuring continuity. This model not only meets today's needs but also lays the foundation for a scalable and sustainable approach to digital workforce transformation.

In future phases, this structure envisions an architecture that evolves into a solution capable of deeper integrations with enterprise systems, gaining transactional capabilities, managing end-to-end processes, and operating in coordination with human employees when needed. In this way, digital workers become not just a supportive layer, but an active partner that directly influences business outcomes.



Thank You

This study aims to demonstrate how AI solutions can be transformed into meaningful experiences at user touchpoints. If you would like to discuss CBOT's approach or explore similar scenarios, we would be happy to connect with you.

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