GenAI + Track

Track and AI: The Natural Evolution of the PMS

Keep Hospitality Human

AI is a means to an end. We will always put people first. In our world, that means taking good care of guests, owners, and employees. To the extent that AI helps us do that, we embrace it.

Better and More Proactive Service is a Good Thing

AI can empower teams to deliver better and sometimes even more personalized service than they could otherwise. For example, AI "agents" can handle routine requests such as extra towels or provide information about nearby attractions. They can also help anticipate such requests.

In the months and years to come, AI will become an increasingly important tool to improve service, boost search performance, and much more. The more comfortable you become with it, the greater impact it will have on your business.

Artificial intelligence is here to stay. But our industry is about people. For some, that might be a difficult circle to square. Not for us. Just as Track is a powerful tool for managing hospitality operations, AI is a tool for optimization and efficiency. In both cases, the goal is to deliver value and service to customers.

AI isn't a magic bullet, but it offers new ways to solve real-world challenges property managers face. It's not about hype—it's about results.

How Can AI Improve Hospitality Performance?

You probably know about triggers and automations, which help automate workflows using an, "If this, then that" type of structure. AI is similar in that it responds to inputs, but taking context into account.

Initially, Track's AI tools will help improve search performance. Many factors that contribute to SEO are important, but tedious and context-dependent. Two such areas are photo tagging and reviews.

Revolutionizing Image Management

We're developing a deep-learning model to auto-tag photos. These tags carry weight with search algorithms by showing that images are relevant to the topic. But tagging photos manually is tedious and context-dependent, which makes it perfect for AI.

Recognizing and classifying images saves time, and improves accuracy, and boosts SEO. With user input to confirm or refine tags, the tool grows more intelligent with every use.

Generative AI for Listings and Reviews

Generative AI refines or rewrites listings for platforms like Airbnb and Vrbo, saving time and creating polished, optimized content that attracts more bookings. It can also be very useful for responding to guest reviews.

Prompt and thoughtful replies to reviews, ideally using SEO-friendly terms, plays a significant role in search performance, especially with the OTAs. AI can help you manage reviews and gain favor with search engines without adding to your workload.

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