

# How Booking.com uses Glean to improve travel for millions through accessible, company-wide AI

Booking.com is a leading digital travel company that makes it easier for everyone to experience the world by connecting millions of travelers to memorable experiences, transportation options, and places to stay. Partnering with hotels, places, and airlines, Booking.com enables properties worldwide to reach a global audience and grow their businesses.

## Before Glean

Before Glean, Booking.com juggled numerous workplace applications and dealt with inefficient information access—resulting in stale data, poor collaboration, and reduced productivity. They needed a scalable search and AI solution that helped them solve these problems while adhering to strict security and GDPR requirements

They tried several other search solutions, but none did the trick.

That's why they turned to Glean.

AI is going to be everywhere, so it's really important that we understand how people are going to work...and how AI is going to be a big component of that experience.

So the faster we can get our culture comfortable with AI... the better we can position ourselves for the future.



With Glean

## Where AI meets work—helping every team move faster

### Streamlined partner enablement

Booking.com creates promotional videos for its many partners, but the large volume resulted in backlogs and delays. They used Glean to accelerate the script creation process without losing the content and context that made the videos impactful. Glean's AI and search platform helped them keep up with the pace of business, critical revenue events, and production deadlines. Production went from 8 to 2 weeks, while increasing output from 2 to 5 videos per month.

### Accelerated IT resolutions

IT technicians at Booking.com used to spend up to 10 minutes per ticket finding the right information to answer them. By enabling technicians to query their needs in natural language and find answers instantly, resolving tickets with Glean now takes little to no time.

### Jumpstarting AI literacy

[Booking.com](https://www.booking.com) knew that it wanted to integrate AI further into its strategy and workflows. Glean provided the perfect gateway. Quick to set up and easy to use, Glean became the first AI platform adopted company-wide at Booking.com. Employees were introduced to task automation, prompt creation, and agent customization—all through natural language, making early AI literacy practical and accessible.

## What's next for Booking.com

For a customer-focused organization like Booking.com, customer feedback and research are critical for success. That's why they created the Research Craft Insights Bot through Glean to provide teams with fast, curated access to customer insights.

In the future, [Booking.com](https://www.booking.com) plans to expand this agent's capabilities to perform additional tasks like indexing over 500,000 open survey responses received every month—consolidating insights across multiple sources, and making it all accessible through a personalized, powerful, and scalable tool.



Find out how Glean can work for you

Learn more