

Horizon 2 Enterprise Innovator

Transforming the end-to-end stakeholder experience

**HORIZON 3 –
Market Leader**

**HORIZON 2 –
Enterprise Innovator**



HORIZON 1 – Disruptor

Access the report at www.hfsresearch.com

HFS Horizons

Travel and Hospitality Service Provider Ecosystem, 2025

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Delivers AI-powered, human-centered CX solutions tailored for global travel and hospitality brands

Key differentiators: With a dual structure, TTEC Engage for human-driven support and TTEC Digital for tech-driven consulting form the foundation of a seamless, AI-enabled customer experience (CX) that integrates human interaction with digital automation. The TTEC College of Travel, developed in partnership with IATA, offers university-level training and certifications specifically designed for travel agents.

Technology innovation: TTEC offers a comprehensive capability stack that combines AI-enhanced services, CRM integration, automation, multilingual support, training, and workforce management. Proprietary tools, including Botspot, Travel Genie, and Addi, demonstrate strong functionality in agent assistance, real-time voice translation, and error reduction. The firm has also invested in a GenAI-powered solution to enhance customer experience through intelligent automation and natural language understanding.

Key outcomes: TTEC enabled a \$3 billion global cruise line to optimize client and agent engagement by deploying CX cloud solutions, generating over \$20 million in revenue through managed services, consulting, and IP. It helped a global travel leader achieve \$91 million in fraud-related savings by deploying AI-driven fraud filters and enhancing transaction authentication, delivering 850% in ROI and a 24% productivity gain.

Client and partner reference kudos: Clients value its flexibility, agility, execution speed, and customer-centric delivery, enabled by the CXaaS model.

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