



Generative Artificial Intelligence in the Transportation and Logistics

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Agenda

- 01 Introduction to AI and Transportation & logistics use cases
- 02 Use case 1: Workflow and Process Automation
- 03 Use case 2: Chatbots, voicebots, and assistants
- 04 Use case 3: Data Synthesis and Predictive Maintenance
- 05 AWS Example Trainline

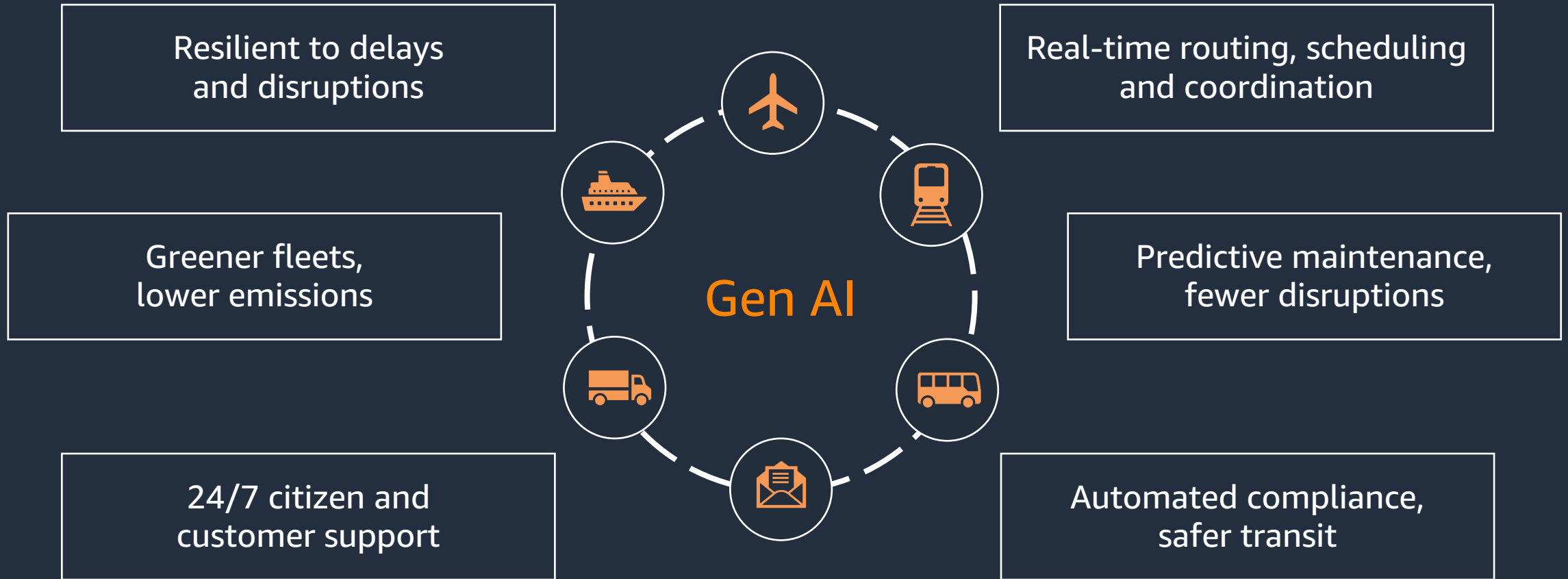
Innovation can transform industries

Generative AI



Smarter Mobility and Logistics with Generative AI

GENAI POWERS SEAMLESS, RESILIENT, SUSTAINABLE PUBLIC TRANSPORT AND LOGISTICS



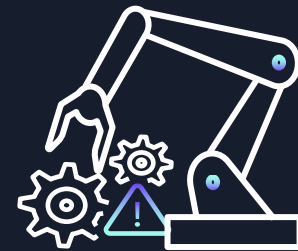
Top use cases for Gen AI in Transportation and Logistics



Workflow and
Process Automation



Chatbots, voicebots,
and assistants



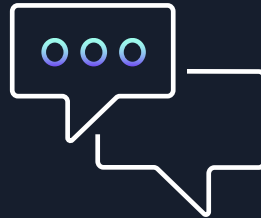
Data Synthesis and
Predictive Maintenance

Use case 2 : Chatbots, voicebots, and assistants

Top use cases for Gen AI in Transportation and Logistics



Workflow and
Process Automation



Chatbots, voicebots, and
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Data Synthesis and
predictive maintenance

AI-Powered Support: 24/7 Intelligent Assistance

Transforming transportation and logistics communication through AI assistants - delivering instant, consistent, and intelligent support

Current Challenges:

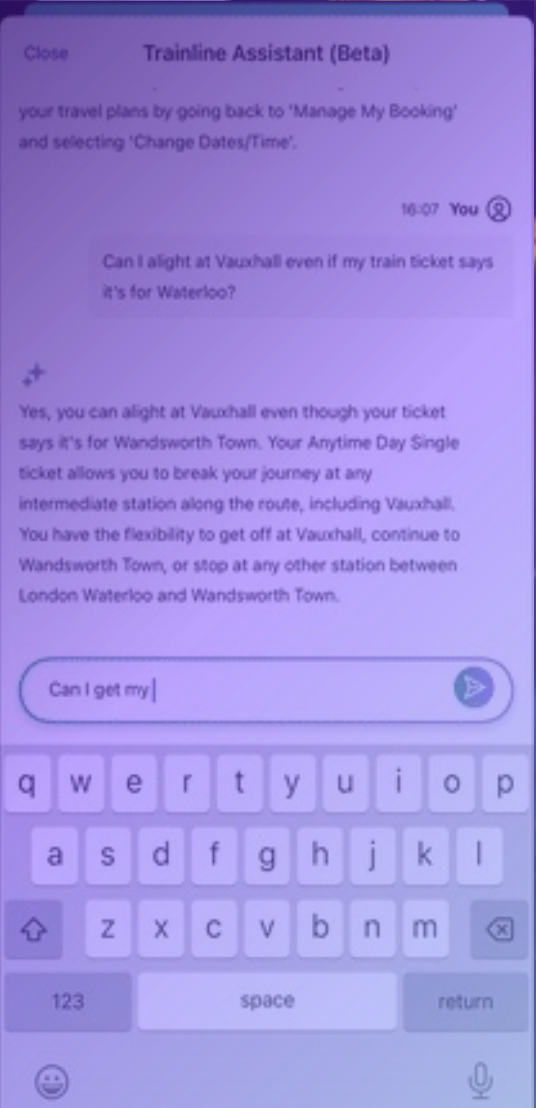
- Delayed response to customer inquiries
- Manual handling of status updates
- High volume of routine support requests
- Language barriers in global operations

GenAI Solutions enable:

- Multilingual Virtual Assistants
- Real-time Shipment Tracking Bots
- Driver Support Chatbots
- Intelligent Query Resolution

Benefits:

- 24/7 instant support availability
- Reduction in response time
- Enhanced operational efficiency
- Improved customer and driver satisfaction



SOLUTION AND SUBSTANTIATION



Key benefits: 88% of conversations handled by the assistant with only 12% requiring Customer Support; Service available to all UK iOS users with 10,000 conversations during soft launch; Response time of 14 seconds compared to 100 seconds for WhatsApp customer support and Successfully implemented contextual grounding to detect malicious/harmful inputs.

QUOTE



"If you plan up front, you really think about the principles you want to stick to when building these types of systems, you can do it. It's very easy to get a simple RAG system out to customers quickly but you may leave yourself in a place where you don't have a foundation to move faster in the future."

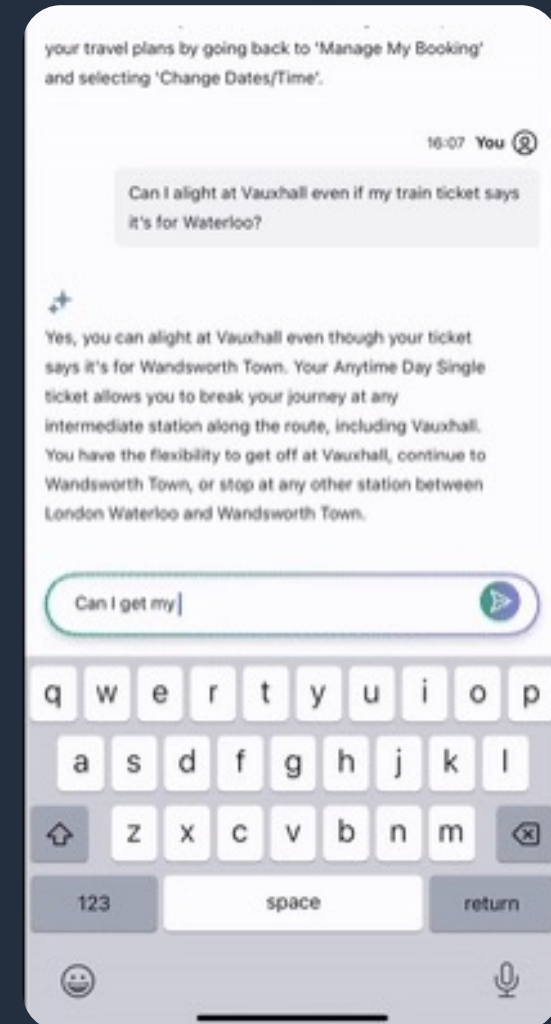
Matthew Farrelly, Head of machine Learning at Trainline

CUSTOMER	Trainline
COUNTRY	United Kingdom
USE CASE	Chatbots, Voicebots and Assistants & Workflow and process Automation
PRODUCTS	Amazon Bedrock, AWS Lambda, Bedrock Guardrails

Chatbots for customer service

- Chatbot or voicebot for common questions
- Chatbot or voicebot to collect information pre-appointment or pre-conversation

Use company data sources to provide answers.



Start your generative AI journey today



1

Move quickly

Select the right use case
and data sets—
demonstrate value fast

2

Learn and organize

Empower your teams
through a variety of
training opportunities

3

Scale

Build your people,
process, and technology
as you scale



Thank you!