

Digital mobility assistant takes over travel booking and planning

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21/06/2018 In the future, a mobile assistant will make it easier for Porsche customers to plan and book travel: With “Porsche GO”, Porsche Digital is currently testing a service developed in-house that offers intelligent solutions for “door to door” travel.

The new service automatically organises for example the time-critical transfers between different modes of transport. It even takes changes and delays at short notice into account before and during the journey and looks for alternatives in the event that, for example, a connecting flight is cancelled. The goal is to ensure that every customer receives customised, stress-free guidance to their destination in accordance with their wishes.

“In the course of intensive customer surveys, we have noted that the topic of connection mobility is very important. Many Porsche customers are frequent travellers – whether for business or for pleasure.

With a digital assistant, we would like to support our customers with tasks such as travel planning or critical transfers in particular", says Robert Bischoff, Mobility Innovation Lead, about the basic idea behind the app.

It is also conceivable that the cloud-based assistant could be used for other topics related to mobility, such as searching for a free parking space, hotel bookings or with automated travel expense reports. The technology is not limited to a single app, but can also be integrated into a vehicle as a virtual assistant. It is realistic that the service could be introduced on the market in the short term following a positive pilot phase.

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