

AI Lessons From Rathie Murthy, Expedia Group

Insights from “Making 600 Billion Decisions With AI:
Expedia Group’s Rathie Murthy”



Rathi Murthy

Expedia Group

Rathi Murthy is CTO and president of Expedia Product & Technology. In this role, she focuses on accelerating Expedia Group's Open World platform, developing accessible and equitable products, and delivering quality experiences for travelers, partners, and developers.

Previously, as CTO, she oversaw Verizon Media's global technology strategy, including its platform technology and infrastructure and innovations in 5G. As CTO at The Gap, she developed an end-to-end technology strategy for its portfolio of brands. She has also held senior technology leadership roles at American Express, eBay, Yahoo, Sun Microsystems, and WebMD.

Murthy currently sits on the board of directors for PagerDuty. She has a master's degree in computer engineering from Santa Clara University.



Modernizing the Travel Industry Through Tech



EPISODE 605

A Large Volume of Data and a Large Volume of Stakeholders

Expedia includes 21 brands and is bringing them together to form a platform for travel. Expedia has over 168 loyalty program members and 50,000 B2B partners with over 3 million properties and over 500 airlines, car rentals, and cruise lines. The company processes 600 billion AI predictions per year, driven by over 70 petabytes of data.

AI Drives Personalization and Efficiency

Travelers who use the Expedia platform see customized search results, powered by technology. Tech has also enabled improvements to Expedia's customer service function; virtual agents field over 29 million conversations, saving more than 8 million hours of call time for its agents. Most calls average less than 30 seconds.

Made Possible by a Holistic Platform Approach

Expedia has consolidated various tools and systems as a result of its growing portfolio, enabling it to expand important capabilities that can be automated, such as fraud detection.

Apply These Insights to Your Work

1. Start small with scaling.

Whether your organization has recently acquired another or is growing to meet new business demands, take a measured approach to consolidating technology systems. Involve the cross-functional stakeholders you need to ensure both technology and business teams work together.

2. Consider customer pain points when designing personalized experiences.

Personalized experiences can be fun — such as finding the perfect hotel when booking travel — or more routine — such as booking a medical procedure or ordering a part for a car. Consider the problems you are trying to solve for your end user when deploying personalization systems.

3. Think about how you're freeing up people.

When new technology tools are implemented, a common fear is, “Will the machines take my job?” When you can free up staff time to work on things that could easily be automated, they are often happy to have the extra time for more creative or innovative pursuits. Have discussions with your teams about what those new activities might be.

For more insights, listen to the episode
**“Making 600 Billion Decisions With AI:
Expedia Group’s Rathie Murthy”**



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shopping experience, listen to
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