

Harnessing the power of Social Media and AI: A Case of Klook



Source: pixabay (2020)

Background

Headquartered in Hong Kong, Klook is Asia's leading travel and leisure experience platform founded in 2014 (Klook, n.d.). Partnering with suppliers around the world, the company offers a wide range of services including accommodation, transportation, activities, F&B, events, and even travel insurance. With Klook, customers can now choose from over half a million products and services in more than 2,700 destinations worldwide (Klook, n.d.). To stay ahead in the competitive travel market, the company has made several strategic investments in recent years.

According to Klook Travel Pulse Survey (2024), over 80% of travelers in the Asia Pacific region made travel decisions based on recommendations from content creators, underscoring the pivotal role of digital influencers in shaping travel choices. Thus, the company launched the JOY Kreater programme in 2023 to drive travel bookings. Through collaboration with over 300 influencers with a combined follower base of over 6 million, Klook Hong Kong has produced more than 1,600 pieces of content since the program's inception (Hong Kong Business, 2024).

Social media continues to be a dominant source of travel inspiration, with 96% of travellers sharing their travel experiences online (Klook Travel Pulse Survey, 2024). To capitalize on this trend, Klook enhanced its E-social commerce capabilities by introducing in-app purchases on platforms, such as TikTok (Klook, 2024). This feature enables users to discover travel experiences and book directly within the social media app, streamlining the customer journey from inspiration to transaction.

On the other hand, Klook has partnered with Google Cloud to integrate AI technology into its operation (Klook, 2024). Leveraging generative AI, the platform can now summarize online reviews for customers and generate constructive feedback for merchants (Klook, 2024). This can provide valuable insights for both the customers and service providers, thus helping them achieve more sensible and confident decisions. Moreover, the company has recently succeeded

in creating and localizing content for their travel pages using generative AI and is planning to use AI to optimize operation and marketing strategies (Klook, 2024).

Challenges

Despite its proactive digital strategies, Klook faces several challenges. The decision to develop in-app purchases through TikTok remains controversial, as TikTok is banned in Hong Kong, and China uses a different version of the app (Douyin). Consequently, this feature is currently limited to Southeast Asian markets such as Singapore, Indonesia, and the Philippines. As a result, the number of users who can benefit from this feature will be significantly limited. To maximize its reach and impact, Klook should consider expanding the in-app purchase function to other social media platforms accessible in its core markets.

On the other hand, the heavy reliance of AI services on operation and marketing may take away the employees' critical thinking ability and affect decision-making at the managerial level, which will harm the company in the long run.

Discussion Questions

1. How effective is the JOY Kreater programme in driving travel bookings for Klook, and what metrics should be used to evaluate its success?
2. What are the potential benefits and drawbacks of enabling in-app purchases on social media platforms like TikTok for Klook, especially considering the regional limitations?
3. How can Klook balance the use of AI technology to enhance customer experience and operational efficiency without diminishing the critical thinking and decision-making skills of its employees?
4. How might the trends in influencer marketing and AI integration shape the future of travel and leisure experience platforms like Klook?

References

Hong Kong Business. (2024). Klook expands content creation programme as influencers drive travel bookings. Retrieved from <https://hongkongbusiness.hk/hotels-tourism/exclusive/klook-expands-content-creation-programme-influencers-drive-travel-bookings>

Klook. (n.d.). About Klook. Retrieved from <https://www.klookcareers.com/about-klook>

Klook. (2024). Klook Accelerates Social Commerce by Expanding Content Creator Play. Retrieved from <https://www.klook.com/newsroom/kreator-socialcommerce-2024/>

Klook. (2024). Klook Deepens Partnership with Google Cloud to Enhance Travel Experiences and Supercharge Developer Productivity with Generative AI. Retrieved from

https://www.klook.com/newsroom/partnership-2024-google-cloud/?spm=Newsroom.NewsArticle_LIST&clickId=fdb9cfaec

Klook. (2024). Travel Pulse Survey 2024. Retrieved from <https://www.klook.com/newsroom/travelpulse-2024-sharedexperiences/>

Pixabay. (2020). Mockup, Screen, Smartphone. Retrieved from <https://pixabay.com/photos/mockup-screen-smartphone-website-5213409/>

Keywords

- Online Travel Agents
- E-commerce
- Influencer
- Social Media
- In-app purchases
- Generative AI
- Content Creation

Acknowledgement

This case study is based on and adapted from the work of undergraduate students CHUNG Ho Lam, Venus; CHIM Man Hoi, Ariel; HO Chun Ming, Spencer; WONG Sze Ho, Stefano; WAI Sze Wing, Sussana from the School of Hotel and Tourism Management at The Hong Kong Polytechnic University.

善用社交媒体与人工智能之力：Klook 案例



Source: pixabay (2020)

背景

Klook 总部位于香港，是亚洲领先的旅游及休闲体验平台，成立于2014年(Klook, n.d.)。公司与全球供应商合作，提供广泛的服务，包括住宿、交通、活动、餐饮、赛事门票乃至旅游保险。通过 Klook，顾客现在可以从全球超过 2,700 个目的地的超过 50 万种产品和服务中进行选择(Klook, n.d.)。为了在竞争激烈的旅游市场中保持领先，该公司近年来进行了多项战略性投资。

根据 Klook 旅游脉搏调查(2024)，亚太地区超过 80%的旅行者根据内容创作者的推荐做出旅行决策，这凸显了数字影响者在塑造旅行选择方面的关键作用。因此，公司于 2023 年推出了“JOY Kreater”计划以推动旅游预订。通过与超过 300 名总粉丝数超 600 万的影响者合作，Klook 香港自该计划启动以来已产出超过 1,600 份内容 (Hong Kong Business, 2024)。

社交媒体仍然是旅行灵感的 dominant 来源，96%的旅行者在线分享他们的旅行体验(Klook Travel Pulse Survey, 2024)。为了利用这一趋势，Klook 通过引入在 TikTok 等平台上的应用内购买功能，增强了其社交电商能力(Klook, 2024)。此功能使用户能够在社交媒体应用内发现旅行体验并直接预订，从而简化了从灵感激发到交易完成的客户旅程。

另一方面，Klook 已与谷歌云合作，将人工智能技术整合到其运营中 (Klook, 2024)。利用生成式人工智能，该平台现在可以为客户总结在线评价，并为商家生成建设性反馈(Klook, 2024)。这能为客户和服务提供商提供宝贵的洞察，从而帮助他们做出更明智、更自信的决策。此外，公司近期已成功利用生成式人工智能为其旅游页面创建并本地化内容，并计划使用人工智能来优化运营和营销策略(Klook, 2024)。

挑战

尽管 Klook 采取了积极的数字战略，但仍面临一些挑战。在 TikTok 上开发应用内购买功能的决定仍存在争议，因为 TikTok 在香港被禁，而中国使用的是不同版本的应用程序（抖音）。因此，该功能目前仅限于新加坡、印度尼西亚和菲律宾等东南亚市场。结果，能从此功能中受益的用户数量将受到显著限制。为了最大化其覆盖范围和影响力，Klook 应考虑将应用内购买功能扩展到其核心市场可访问的其他社交媒体平台。

另一方面，在运营和营销方面对人工智能服务的严重依赖，可能会削弱员工的批判性思维能力并影响管理层的决策，从长远来看将损害公司。

讨论问题

1. “JOY Kreater”计划在推动 Klook 旅游预订方面的效果如何？应采用哪些指标来评估其成功？
2. 在 TikTok 等社交媒体平台上启用应用内购买功能对 Klook 有哪些潜在的好处和坏处？特别是考虑到区域限制时。
3. Klook 应如何平衡使用人工智能技术来提升客户体验和运营效率，同时又不削弱其员工的批判性思维和决策能力？
4. 影响者营销和人工智能整合的趋势可能会如何塑造像 Klook 这样的旅游及休闲体验平台的未来？

参考文献

Hong Kong Business. (2024). Klook expands content creation programme as influencers drive travel bookings. Retrieved from <https://hongkongbusiness.hk/hotels-tourism/exclusive/klook-expands-content-creation-programme-influencers-drive-travel-bookings>

Klook. (n.d.). About Klook. Retrieved from <https://www.klookcareers.com/about-klook>

Klook. (2024). Klook Accelerates Social Commerce by Expanding Content Creator Play. Retrieved from <https://www.klook.com/newsroom/kreator-socialcommerce-2024/>

Klook. (2024). Klook Deepens Partnership with Google Cloud to Enhance Travel Experiences and Supercharge Developer Productivity with Generative AI. Retrieved from https://www.klook.com/newsroom/partnership-2024-google-cloud/?spm=Newsroom.NewsArticle_LIST&clickId=fdb9cfaaec

Klook. (2024). Travel Pulse Survey 2024. Retrieved from <https://www.klook.com/newsroom/travelpulse-2024-sharedexperiences/>

Pixabay. (2020). Mockup, Screen, Smartphone. Retrieved from <https://pixabay.com/photos/mockup-screen-smartphone-website-5213409/>

关键词

- 在线旅行代理商
- 电子商务
- 影响者
- 社交媒体
- 应用内购买
- 生成式人工智能
- 内容创作

致谢

本案例研究基于并改编自香港理工大学酒店及旅游业管理学院本科生 CHUNG Ho Lam, Venus; CHIM Man Hoi, Ariel; HO Chun Ming, Spencer; WONG Sze Ho, Stefano; WAI Sze Wing, Sussana 的作业。

善用社交媒體與人工智慧之力：Klook 案例



Source: pixabay (2020)

背景

Klook 總部位於香港，是亞洲領先的旅遊及休閒體驗平台，成立於 2014 年 (Klook, n.d.)。公司與全球供應商合作，提供廣泛的服務，包括住宿、交通、活動、餐飲、賽事門票乃至旅遊保險。通過 Klook，顧客現在可以從全球超過 2,700 個目的地的超過 50 萬種產品和服務中進行選擇 (Klook, n.d.)。為了在競爭激烈的旅遊市場中保持領先，該公司近年來進行了多項戰略性投資。

根據 Klook 旅遊脈搏調查 (2024)，亞太地區超過 80% 的旅行者根據內容創作者的推薦做出旅行決策，這凸顯了數位影響者在塑造旅行選擇方面的關鍵作用。因此，公司於 2023 年推出了「JOY Kreater」計劃以推動旅遊預訂。透過與超過 300 名總粉絲數超 600 萬的影響者合作，Klook 香港自該計劃啟動以來已產出超過 1,600 份內容 (Hong Kong Business, 2024)。

社交媒體仍然是旅行靈感的 dominant 來源，96% 的旅行者在線分享他們的旅行體驗 (Klook Travel Pulse Survey, 2024)。為了利用這一趨勢，Klook 透過引入在 TikTok 等平台上的應用內購買功能，增強了其社交電商能力 (Klook, 2024)。此功能使用戶能夠在社交媒體應用內發現旅行體驗並直接預訂，從而簡化了從靈感激發到交易完成的客戶旅程。

另一方面，Klook 已與谷歌雲合作，將人工智慧技術整合到其營運中 (Klook, 2024)。利用生成式人工智慧，該平台現在可以為客戶總結在線評價，並為商家生成建設性反饋 (Klook, 2024)。這能為客戶和服務提供商提供寶貴的洞察，從而幫助他們做出更明智、更自信的決策。此外，公司近期已成功利用生成式人工智慧為其旅遊頁面創建並本地化內容，並計劃使用人工智慧來優化營運和行銷策略 (Klook, 2024)。

挑戰

儘管 Klook 採取了積極的數位戰略，但仍面臨一些挑戰。在 TikTok 上開發應用內購買功能的決定仍存在爭議，因為 TikTok 在香港被禁，而中國使用的是不同版本的應用程式（抖音）。因此，該功能目前僅限於新加坡、印度尼西亞和菲律賓等東南亞市場。結果，能從此功能中受益的用戶數量將受到顯著限制。為了最大化其覆蓋範圍和影響力，Klook 應考慮將應用內購買功能擴展到其核心市場可訪問的其他社交媒體平台。

另一方面，在營運和行銷方面對人工智慧服務的嚴重依賴，可能會削弱員工的批判性思維能力並影響管理層的決策，從長遠來看將損害公司。

討論問題

1. 「JOY Kreater」計劃在推動 Klook 旅遊預訂方面的效果如何？應採用哪些指標來評估其成功？
2. 在 TikTok 等社交媒體平台上啟用應用內購買功能對 Klook 有哪些潛在的好處和壞處？特別是考慮到區域限制時。
3. Klook 應如何平衡使用人工智慧技術來提升客戶體驗和營運效率，同時又不削弱其員工的批判性思維和決策能力？
4. 影響者行銷和人工智慧整合的趨勢可能會如何塑造像 Klook 這樣的旅遊及休閒體驗平台的未來？

參考文獻

Hong Kong Business. (2024). Klook expands content creation programme as influencers drive travel bookings. Retrieved from <https://hongkongbusiness.hk/hotels-tourism/exclusive/klook-expands-content-creation-programme-influencers-drive-travel-bookings>

Klook. (n.d.). About Klook. Retrieved from <https://www.klookcareers.com/about-klook>

Klook. (2024). Klook Accelerates Social Commerce by Expanding Content Creator Play. Retrieved from <https://www.klook.com/newsroom/kreator-socialcommerce-2024/>

Klook. (2024). Klook Deepens Partnership with Google Cloud to Enhance Travel Experiences and Supercharge Developer Productivity with Generative AI. Retrieved from https://www.klook.com/newsroom/partnership-2024-google-cloud/?spm=Newsroom.NewsArticle_LIST&clickId=fdb9cfaaec

Klook. (2024). Travel Pulse Survey 2024. Retrieved from <https://www.klook.com/newsroom/travelpulse-2024-sharedexperiences/>

Pixabay. (2020). Mockup, Screen, Smartphone. Retrieved from <https://pixabay.com/photos/mockup-screen-smartphone-website-5213409/>

關鍵詞

- 在線旅行代理商
- 電子商務
- 影響者
- 社交媒體
- 應用內購買
- 生成式人工智慧
- 內容創作

致謝

本案例研究基於並改編自香港理工大學酒店及旅遊業管理學院本科生 CHUNG Ho Lam, Venus; CHIM Man Hoi, Ariel; HO Chun Ming, Spencer; WONG Sze Ho, Stefano; WAI Sze Wing, Sussana 的作業。