

# MAKING TRAVEL AN EXPERIENCE

InterGlobe Technology Quotient (ITQ) has redefined the travel selling platform for the whole fraternity to make travel selling a far better experience



In a world of technology and fast paced life, everyone has access to the latest technology devices or apps to make bookings or manage their travel. But is it effective or time saving? No. The travellers and mainly, a corporate or business traveller, does not have much time to spend online googling or searching flights on an airline website or on an online travel selling platform, looking for various options. Gone are the times when the travel fraternity had limited options to offer to its customers. Today's traveller is becoming increasingly demanding – they seek more choice, personalisation, flexibility and connectivity than ever before, which can be addressed by only a Travel Expert having the best tools and access to a wide range of content or options that are available

on a voyage selling platform which is known as GDS (Global Distribution System).

Today's travel agent, or lets say, a Smart Travel Planner, adds value for their customers/travellers by providing a personal touch. Great advice from an experienced and trusted source can prove to be far more valuable than an anonymous comment on a travel review site. It means an agent or travel advisor can recommend a flight at the right time, a hotel in the right spot with great amenities and the right ground transportation. And that is why, InterGlobe Technology Quotient (ITQ) continues to invest heavily in providing that unrivalled content to our customers.

In the world of Global Distribution System of travel commerce, ITQ, a strategic business unit of InterGlobe



Enterprises, is an official distributor of Travelport in six markets across Asia Pacific region including India and Sri Lanka. It has particularly contributed in the venture of creating a travel selling interface that eases the plights of modern day travel facilitators.

Travellers today are quite keen on finding the best connection, meal options, boarding privileges, legroom capacity, extra baggage facility, window seat setting and so on. These options can personalise people's travelling experiences, increasing the desirability of travellers to fly in the same. But how to showcase these services appropriately?

With an integrated platform like 'Travelport Smartpoint' (a GDS platform, formerly known as Galileo) in place, travel providers, through one of its great features – 'Rich Content & Branding,' address key challenges the travel industry faces today. It is a ground-breaking technology product that enables airlines to display and market their best possible fares, ancillaries (optional services such as seats with extra legroom, lounge access, meal preference etc.) and brand proposition to travel agents. Travelport Rich Content and Branding offers an amalgamation of smarter options to the new age travel agents and the airlines wherein the airlines get benefitted by their exclusive inventory showcase, and the travel agents get to view the offerings more clearly and book flights for their customers accordingly. This three way solution makes travel booking clearer and simpler, thereby helping airlines and travel agents to form a greater base and loyalty with their customer and ultimately to gain their customers' satisfaction.

This futuristic interface of Travelport Smartpoint is designed to deliver exceptional travel selling experience to

travel consultants across geographies. As a one stop shop platform, it seamlessly offers best travel options, and brings real time access to booking content and available ancillaries.

With more than 400 network airlines including international LCCs (Low Cost Carriers) connected with Travelport, Smartpoint offers updated content, which include fares, latest offers, images of the cabins and seats in a single window, product descriptions, and ancillaries provided within the fare. This enables travel businesses to be more result oriented with high productivity. Travel agents have the option of comparing various features and selecting the best suited results for their clients.

And, why does it have to end with purchasing flight? As a modern day travel specialist, travel consultants need to recommend a complete itinerary plan with the best offers in hand as per their customers' requirements. For this, Smartpoint offers a unique assortment of car, as well as, hotel inventories and much more.

As the fourth largest hotel aggregator in the world, Travelport covers 650,000 unique hotel properties with over 1.5 million offers and 35,000 car rental locations across the globe. If there is any doubt about the services offered by the hotel properties, Smartpoint also assists with the most trusted TripAdvisor ratings that further helps one decide his bookings.

Be it an independent boutique hotel or pocket friendly hostels, Smartpoint offers all kinds of accommodations with apt location details and reviews. It also equips travel agents with the actual location details. With a map on the interface, he can exactly point the area where his customer's hotel is, how far it is from the airport and the drivable spots from there.



In addition, the traveller does not have to worry about booking cabs after landing at the destination airport, thanks to pre-booking rental cars. Think about a customer's relief when he is assured that a rental car is waiting for him at his destination. Right after the flight, he can use it on his own volition without having to worry about hiring cabs, standing in queues for the same, facing linguistic challenges or currency issues.

Travelport Smartpoint is embellished with a plethora of such features that ease the everyday job of a travel consultant. With this in a system, anyone can multitask from operating in a language of your choice, getting it translated using the translator, to checking out hotel availability with dates, keeping a hard copy or soft copy (via

word format) for documenting work, accessing Smartpanel, filtering fare shopping results, receiving automatic updates, using the graphical screens for hotel and car booking, accessing Travelport Rooms and More, getting automatic agency reminders on hotel offers, and easily viewing PNR history. It has been designed specifically to ease modern day travel businesses workflow. Its multiple workability features, automatic updates, single window viewing and other smart features are attributed with the specific purpose of helping modern businesses to grow and evolve with time. Minimizing time, optimising effort, easing workflow and reducing manual labour are the key benefits of using Smartpoint.

ITQ have made their way in this technologically enriched world by removing every possible barrier, and catering successfully to their partners and their customers through their travel selling tools and features backed by revolutionary advance technology. Their endeavours and resources are all aimed at serving the travel industry in the best way possible to let them grow seamlessly, with smooth operation, requiring the least amount of time and delivering optimum value proposition to their travel partners. ■

