



Redefining

the booking experience
for your travelers

How the latest travel technologies can improve services for your corporate travelers and speed up bookings by 75%

If you're not familiar with the systems your Travel Management Company (TMC) uses to help your travelers book their business trips, you may want to consider finding out more. After all, the technologies that support your TMC's sales process also play a big part in your travelers' service experience and your travel program's success, says Travelport's Matthew Beck, Director Channel Development.

For travelers, these kinds of systems dramatically improve the service experience.

As a corporate travel manager, you rely on your TMC partners to provide the best possible value for your travel program, and to give both you and your travelers the high quality service and support you need. You're already focused on the travel content and service levels your TMC provides, however you might not have given much consideration to the underlying technologies they use.

The point-of-sale systems that are used by your TMC can significantly impact your travel program and most critically - your bottom line. With the right technology in place, your TMC can enhance their supporting role and improve all aspects of your travel program.

Improve the booking experience for your travelers

Many travel systems still require travel agents to use complex cryptic entries to search and reserve flights, hotels and other forms of travel content. For an experienced agent this can be a quick process, but for an agent with less experience of cryptic codes it can take longer. So how can the latest generation of travel distribution and point-of-sale systems help?

Previously, a vast amount of information was returned when searching for the best fares and rates. The agent then spent time sifting through all the results to find the most suitable options that closely match the travelers' needs. The latest-generation booking systems address this issue with a graphical display, akin to a website experience, with actionable areas of the screen where agents can find the information they need and quickly pass it on to the customer. This enables travel agents to work faster and improve the booking experience for your travelers.

Giving you all the content you need

Many point-of-sale systems used by TMCs today are not able to access low-cost airline fares or the full range of airline products and ancillary services. As a result, agents may currently search multiple websites for the travel content your travelers request.

For increasingly tech-savvy travelers who are comfortable with researching their own travel and finding information quickly online, it's hard to understand why an experienced travel agent does not have this information immediately at hand.

To give travelers the fast, comprehensive service they expect, and help reduce transaction fees associated with shopping and booking across multiple sites, the latest-generation point-of-sale systems integrate the full range of travel content into a single, intuitive interface. As a result, your travel agent can make bookings for your travelers much faster, regardless of where the content resides. They can also use the booking flow they are familiar with, reducing the risk of delays and errors.

For travelers, these kinds of systems dramatically improve the service experience. Specifically, the agent can review all the available travel options with a single request - without spending time needlessly looking elsewhere.



Talk to your TMC today

In the past, you may not have given much thought to the technology your TMC is using. We hope this review has given you a basis to discuss the benefits of Travelport Smartpoint with your TMC, and how it can help their business – as well as yours.

Protect your negotiated rates and fares

If your travelers book their travel outside the approved booking channels, it can make it difficult for you to meet your targeted quotas for negotiated rates, and even more difficult to report on sales to travel providers – which could affect your ability to negotiate preferable rates next year.

By improving value and enhancing the customer experience, today's distribution and point-of-sale systems minimize the number of bookings made outside your TMC channel. This makes it easier to meet your sales targets for negotiated rates and fares and simplifies the process of reporting back to key travel providers.

Enhance service with graphical tools

As well as providing intuitive user interfaces, the latest generation of travel distribution and point-of-sale systems provide a wide range of graphical tools to enhance the customer experience.

For hotel bookings, for example, the best travel platforms allow agents to see as many as 50 different options in the traditional format. However, these can also be viewed side-by-side with a visual map showing which hotels are closest to a traveler's final destination and which are the most convenient to get to. Agents can also view pictures of hotel rooms and facilities to ensure the traveler's experience will be excellent.

As an additional benefit, leading travel platforms integrate a range of differentiated hotel content that may not previously have been available, including boutique hotels and hotels belonging to small, local chains. This means that agents can cater for a wider variety of traveler needs, with no need to break out to search on third-party supplier sites to provide the hotel options they are looking for.

Ensure that air bookings meet traveler needs

Air travel unbundling makes air bookings increasingly complex and challenging for your TMC. To meet the needs of travelers and your business, agents need tools to book the right services and ancillaries, while monitoring air travel spend against your corporate travel policy.

The latest generation of travel distribution and point-of-sale systems bring air shopping to life and can transform the way your TMC works. They can now access the same content as leading travel providers' websites, so comparing and selling airline offers is easier than before. In addition, seat maps are intelligent and graphically engaging, helping agents determine which seats are available for booking based on an individual traveler's ticket allowance or frequent flier status, and how much it would cost to upgrade. Pictures and explanations ensure that



agents can effectively communicate what each airline is offering to your travelers, helping them decide which option is best for them within the terms of your corporate travel policy.

Dynamic seat maps illustrate the different connections being offered, while quick filters reduce the travel options to a manageable set based on your corporate travel program and traveler preferences. Content from low-cost carriers, and ancillary services from traditional airlines, can be integrated into the same agent display, making the booking process more efficient and ensuring the best deals are available for your travelers.

Delivering Travelport Smartpoint

At Travelport, we constantly strive to deliver new innovations that support TMCs and their corporate customers. Travelport Smartpoint is our latest agency point of sale solution and it's truly redefining the booking experience for your TMC and ultimately your travelers.

Travelport Smartpoint maximizes agent efficiency based on upgraded graphical tools, integrated maps, visual routings, more comprehensive content, and point-and-click capabilities. When using Travelport Smartpoint, your TMC can speed up the process of booking travel as much as 75 percent.

Travel agencies that use Travelport Smartpoint can also shop and book a broader range of travel content. Over 400 airlines including the leading low-cost carriers are bookable from one single window as

well as a full range of airline products and services, including ancillaries like seats, bags and on-board WiFi. All of this content can be booked within the agents' standard workflow, helping them improve and speed up the service experience.

As an additional benefit, Travelport Smartpoint allows travel providers to distribute and present their products and services in a way that more closely resembles their own website. For your travelers, this means the travel agency consultant has better insight and greater ability to make the right travel purchasing decisions.

Using Travelport Smartpoint, travel agents have access to a universal profile that can synch with any other corporate travel system that is part of your travel program. Travel agent displays can be neutral or biased to highlight corporate preferred suppliers based on your preference. Best of all, travel policy can be promoted and adhered to at all times.

For more information about Travelport Smartpoint , please contact travelportmarketing@travelport.com or visit www.travelportsmartpoint.com