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Travelport launches Smartpoint app in India

By TBM Staff | Mumbai

Travelport, a distribution services and e-commerce provider for the global travel industry has launched Travelport Smartpoint application (app) in India. This is an enhanced version of its travel agency point-of-sale application to be distributed in India by InterGlobe Technology Quotient, the regional Travelport partner.

Travelport Smartpoint, owing to its user-friendly features, will be saving time by reducing the overall key strokes by 15 per cent and significantly reducing costs, stated a release. The application offers a blend of graphical and cryptic user interaction alongside a range of time-saving features: improving the agent user experience, reducing training costs, and speeding up the reservation process. This technology is expected to save training time since it can be used by agents who are familiar with any GDS. Most significantly, it enhances profitability and customer service for travel agents in India by providing a platform to leverage merchandising opportunities through the Travelport Merchandising Platform (TMP). TMP includes a range of sophisticated travel sales and marketing retailing capabilities that allow airlines to promote products and services to the right buyers, at the right time, in the right place.

Anil Parashar, President and CEO, InterGlobe Technology Quotient, said, "Travelport Smartpoint is smart technology that indicates the evolution of next generation of GDS, which provides flexibility of choice and ease of usage. The income of travel agents is

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declining or stagnating. The only way to stay relevant is to create revenue sources beyond the conventional booking fee. Upselling focuses on driving conversions from current customers and can be the largest and most profitable source of income for any business.”

Parashar added, “Travelport Smartpoint will enable a user to offer additional services while booking a ticket. For instance, a customer can avail of offers relating to lounge, wi-fi access, seats, meals, hotels, tours, cabs, etc. Training costs will also decline by up to 50 per cent as agents can operate this application on any GDS.”

Further, Travelport has added enhanced hotel shopping, intelligent fare rules and advanced seat maps that are capable of showcasing all features of a seat. Every travel agent in India on GDS can benefit from Travelport Smartpoint. There are approximately 2,500 IATA-accredited travel agents in India and over 20,000 non-accredited. Travelport Smartpoint helps leverage ancillary services and contributes overall to the health of the travel industry in India.

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