

Travel Agents Association of India extends partnership with InterGlobe Technology Quotient in India

New Delhi, February 08, 2015: InterGlobe Technology Quotient, a strategic business unit of InterGlobe Enterprises which is a leader in aviation, hospitality and travel related services, contributing to the growth of the market through innovation and service leadership, today announced an extended partnership with Travel Agents Association of India (TAAI) for providing training to TAAI associated members and travel agents

The agreement taking immediate effect enables TAAI associated agents across the country to nominate their staff to be trained on soft skills such as presentation skills, business etiquettes, personality grooming to name a few.

Sharing perspective on this association Anil Parashar, President & CEO, InterGlobe Technology Quotient, said, “It is an honor to be partnering with Travel Agents Association of India (TAAI) in this unique venture. It is our endeavour to reach out and extend support to build the skill sets for the operations and frontline staff of our travel partners so that they are well equipped to service the global customer of tomorrow. We believe that armed with these skill sets the staff of the agency will be poised to become the consultant of the future.

Commenting on this new initiative Sunil Kumar, Acting President, TAAI, said, “It is a very unique venture and initiative taken by TAAI along with InterGlobe Technology Quotient in providing training to agency frontline staff. We see this as a tremendous value proposition for the industry on the whole. In bringing this along with ITQ we see tremendous benefits for our customers as they bring along with them transparency, integrity and reliability.

Harmandeep Singh Anand, Hon. Secretary General TAAI, commented: “The announcement today rounds off a long standing need of our agents to reduce the gap that existed in servicing and meeting our customer expectations. This initiative with ITQ is driven by our strategy to address the previously unmet service needs of our customers and to redefine service through empowered selling system. With their expertise and presence pan India this programme will cover all travel agents associated with TAAI across the country in the course of this year.