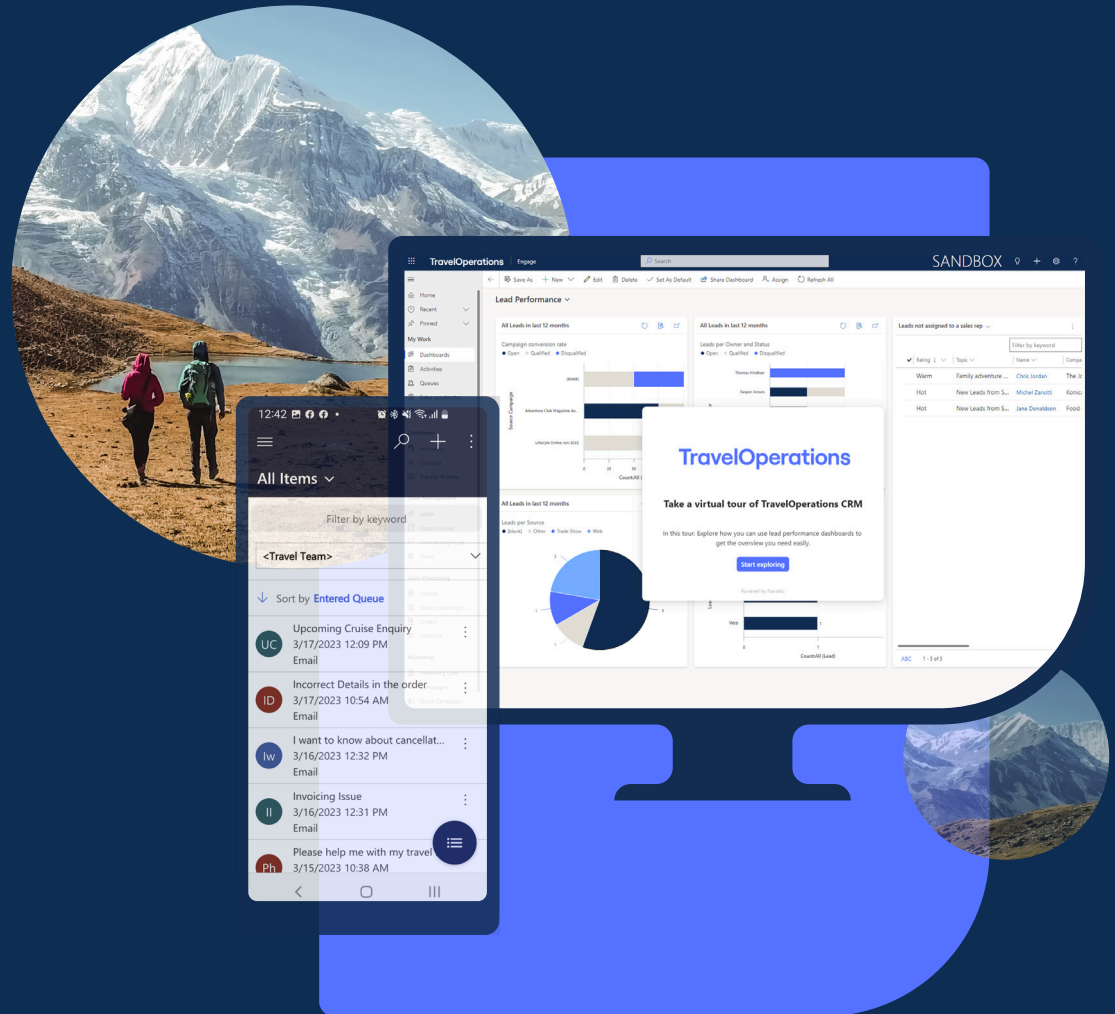




Features to make your travel business run smoothly

TravelOperations Engage

1. Company data management
2. Traveler profile data management
3. Traveler self-service portal
4. Communication and activity tracking Integration
5. Leads and sales opportunities
6. Products and travel service subscriptions
7. Performance management
8. Customer service
9. Marketing

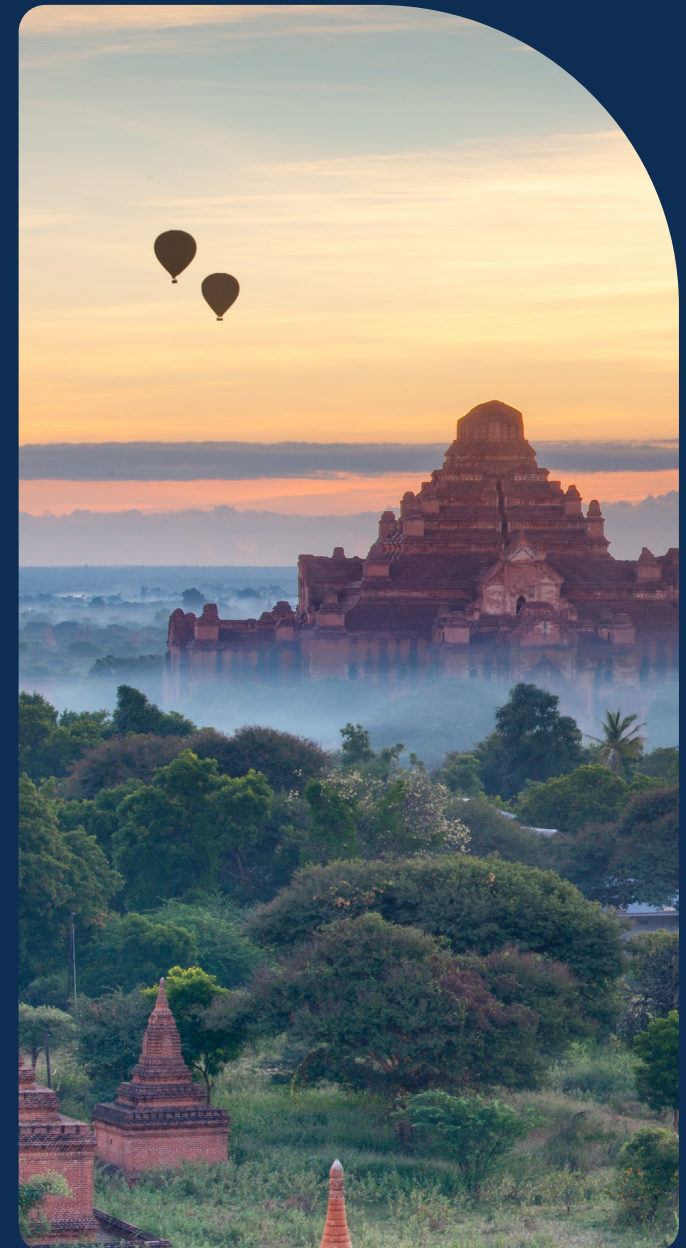


Company data management

- Search and find company profile easily
- All company profile information available on one page
- Account ownership and data segregation based on geography, interests, buying history, behavior or other characteristics.
- Flexible structure for travel policies
- Organizations and cost centers
- Company programs for airline, hotel and car rental
- Company travel history
- Duplicate detection rules and data quality management
- Profile data synchronized with GDS and OBT

Traveler profile data management

- Search and find traveler profile easily
- All traveler profile information available on one page
- Personal contact details including home address and emergency contact
- Personal travel preferences such as seat, meal and rail preferences
- Preferred hotels, airports, and car rental
- Personal memberships and loyalty programs
- Identification documents and passport expiry reminders
- Overview of recent and upcoming travels
- Duplicate detection rules and data quality management
- Travel arranger and approver roles
- Profile data synchronized with GDS and OBT



Traveler self-service portal

- View and update own profile information
- View recent and upcoming travel orders
- Download of invoices
- Arrangers can view and manage profiles on behalf of others
- News articles published for travelers
- Useful links for online booking
- Travel statistics

Communication and activity tracking

- Easy tracking of communication from chat, mail and phone
- All communication gathered in one place
- Easy integration of multiple communication channels and tools
- Document processing and merge of CRM data with template-based content
- Response proposed based on AI

Leads and sales opportunities

- Capturing of leads from websites, lead generating tools or imports
- LinkedIn search and match of contacts and leads
- Conversion rates from different channels and sources to optimize effort
- Lead and opportunity scoring based on AI
- Automated lead nurturing flows to assess and qualify leads
- Automatic lead assignment based on rules like organization, geography, business area and products
- Quotations with travel specific content
- Process guidance and automation (playbooks and assistant)
- Suggestions to next actions based on predefined flows (sequences)

Products and travel service subscriptions

- Manage products and subscription based services
- Automated invoicing of subscriptions
- Upselling and cross selling based on products and buying history

Performance management

- Pipeline reporting and forecasting
- Goal and sales target metrics and automatic follow up
- Customer performance data easily accessible
- Basic reports and advanced Power BI reports embedded



Customer service

- Queues and routing of incoming requests
- Lookup of Account and Contact profile on inbound requests
- Customer priority integrated with incoming requests
- Quick access to travel profile data and order history
- Profile data used as GDS-input with an easy copy to the booking function
- Omnichannel support and live work-streams
- Use of AI and bots to enhance the customer experience
- Onboarding project for managing new corporate customers
- Customer surveys and NPS

Marketing

- Marketing segments based on personal travel preferences and buying history
- Basic marketing campaign and blast emails
- Manage consent, interests and subscriptions for marketing information
- Customer journeys and omnichannel marketing (e-mail, sms, push notifications, social media...)
- Manage marketing assets, content blocks, images, templates and forms
- Easy integration of website forms and landing pages
- Campaign planning and evaluation
- Marketing analytics