

Customer engagement for TMC's

Travel better.

GrayDawesGroup
#makingsenseoftravel

What's the issue?

In the corporate travel community, customer engagement is quite different to the b2c world.

There is an engagement hierarchy where TMCs need to engage with business travellers, those that are booking on behalf of the travellers and at multiple levels within the actual corporations

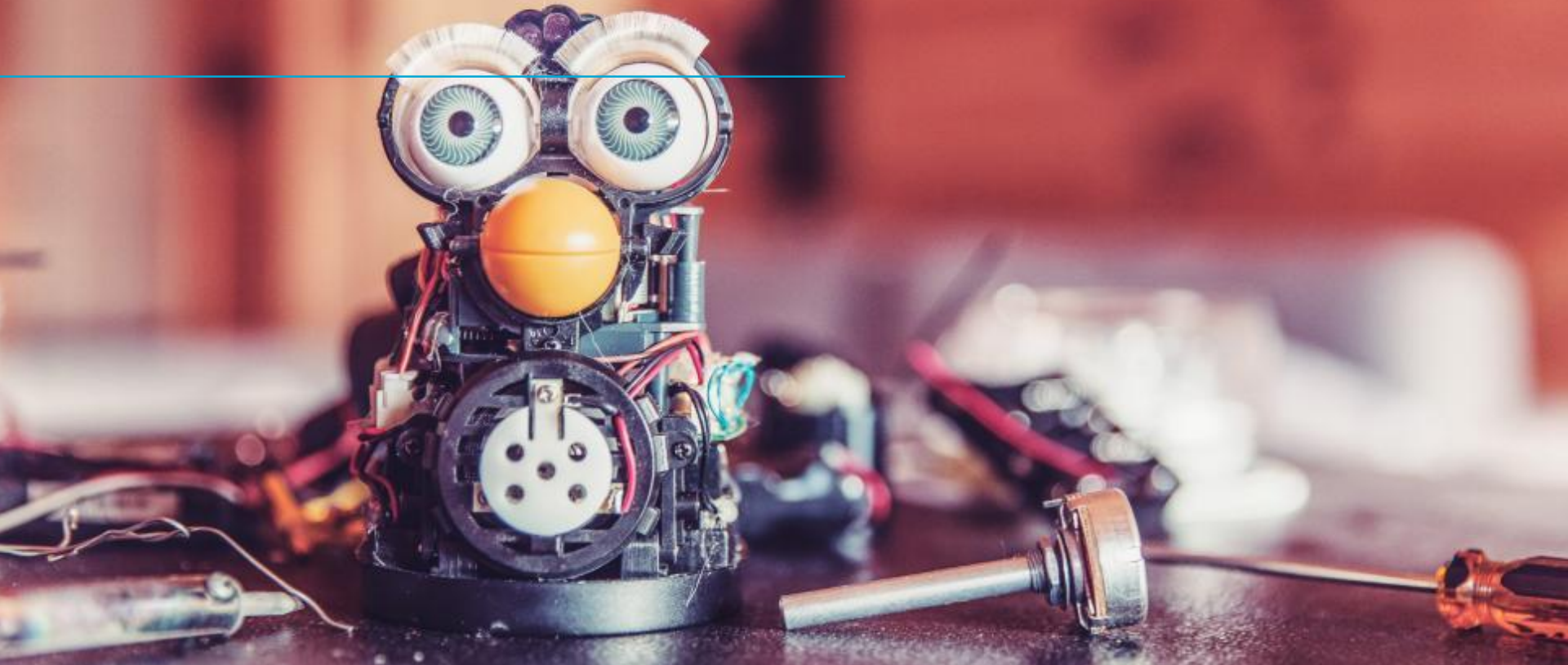


Better Customer Engagement

- Why do TMC's need to change?
- The Gray Dawes journey
- The results we saw



The TMC Model



TMC Profitability

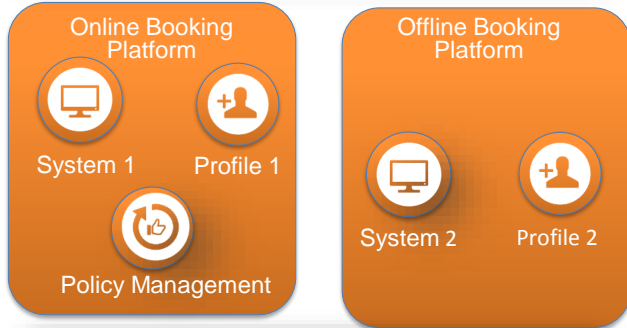
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Becoming a Digital TMC

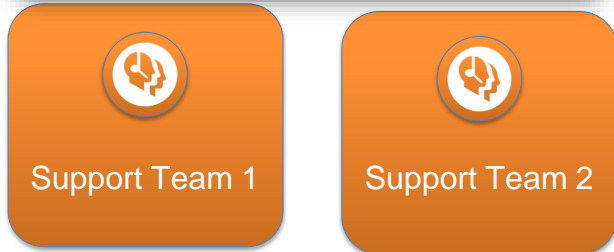
An aerial photograph of a coastal region, possibly a bay or estuary, with several islands and peninsulas. The water is a deep blue, and the land is a mix of green and brown. Overlaid on the entire image is a complex network of glowing blue lines and dots, representing a digital or data network. The lines connect various points across the landscape, suggesting connectivity and data flow. The overall aesthetic is futuristic and technological.

Re-Engineered the Travel Management Platform

Traditional isolated TMC



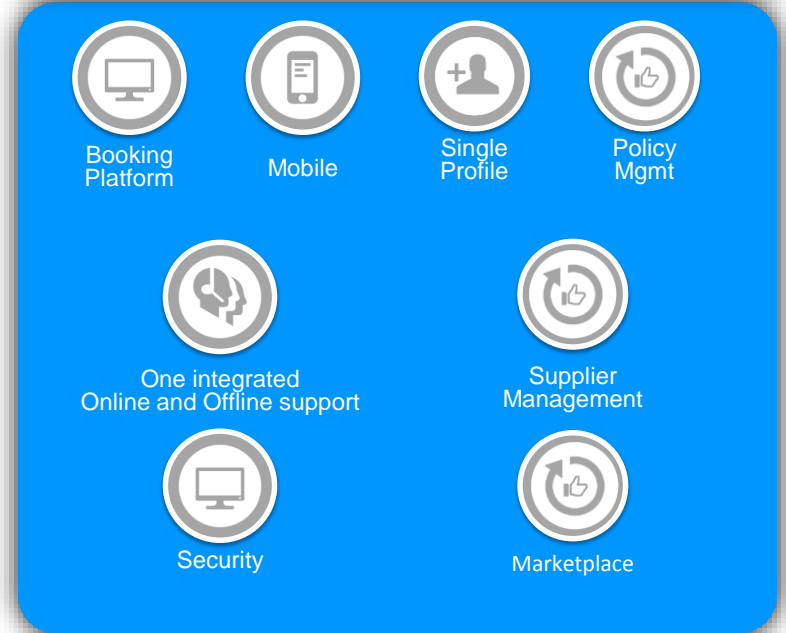
Distributed suppliers



Complex & Disconnected

YourTrip
powered by GrayDawesGroup

Fully connected Offline & Online, GDS, NDC & Direct



Simple & Fully integrated

Retailing Approach



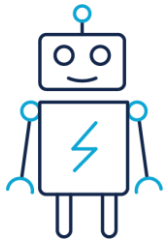
respected brands



global content



Every Channel



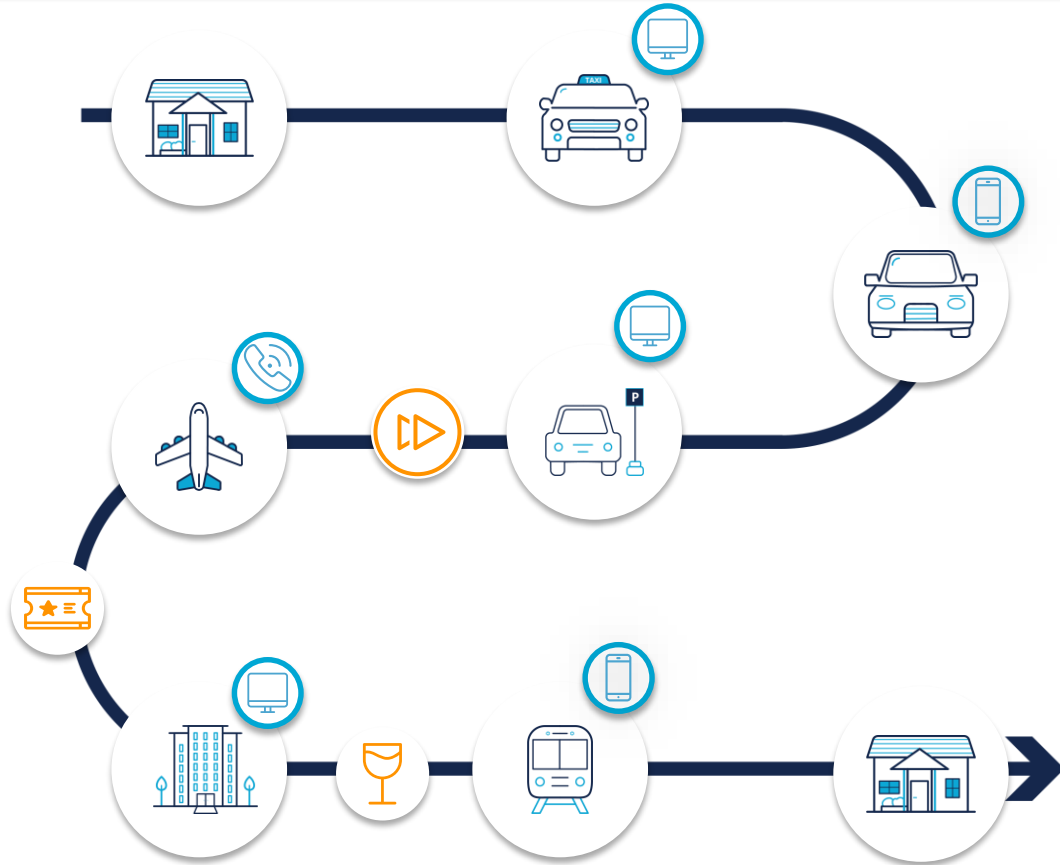
tailored AI



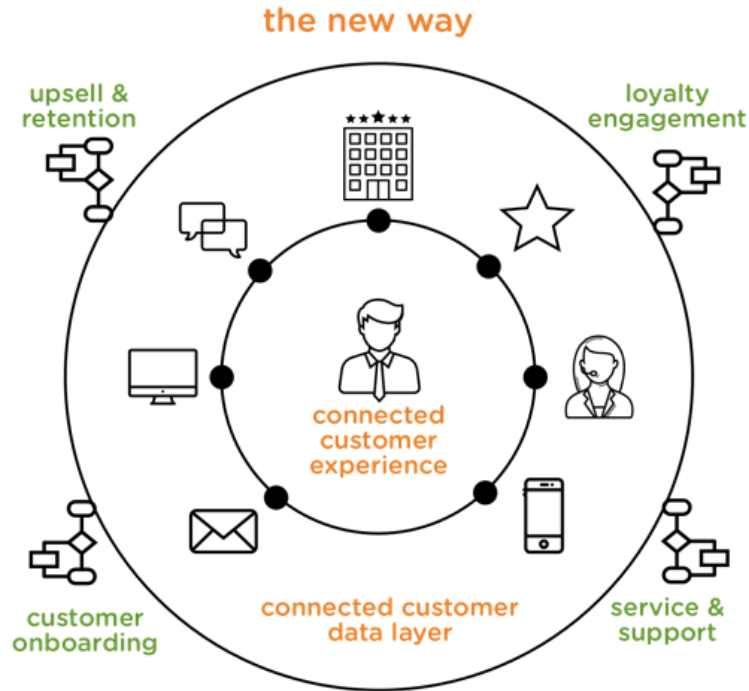
consumer grade



Increase the margin per trip



Creating urgency and demand



Voice/IVR



SMS



Email



Twitter



Push



Messenger



WhatsApp



Apple Business Chat

