A TECHNOLOGY GUIDEBOOK
FOR TRAVEL AGENTS 2017

An initiative under the Travel Agent Roadmap
This Guidebook gives a glimpse of the opportunities presented by technology for travel agents. It is a handy reference on the different technology providers available to you today.

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WHY TECHNOLOGY

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DIRECTORY OF TECHNOLOGY SOLUTION PROVIDERS
Take a look at your business processes. Are there areas where technology can be used for greater gains and lesser pain?

**Suppliers**
*Hotels, Flights, Transport, Attractions, Tours*
How are you managing your suppliers and ensuring information from suppliers are updated internally?

**Marketing**
Do you have an online presence to tell customers about your services/products?
- Is your website user-centric and mobile-friendly?
- Is your website or social media channel updated regularly?

**Product**
Is product information from different sources stored centrally for all business units to access?

**Sales & Reservation**
Are there areas where time-consuming steps like data entry, calculating price of tour packages can be automated?

**Finance**
Are your finance reports still being created manually on spreadsheets?
- Can processes like filing claims/checking invoices/paying suppliers be made less tedious?

**Management**
Can data be extracted and reports be auto-generated for management to analyse?

**Operations**
Are exchanges with suppliers always done through multiple phone calls and emails?
- Can documents for customers (e.g., tickets, vouchers, itineraries, etc.) or suppliers (e.g., job orders, signatures, etc.) be provided in soft copy instead?

**Customers**
*B2B / B2C*
Are you able to analyse and anticipate your customers’ needs?
- Have you considered ways where technology can be used to improve your customers’ experience?

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**TECHNOLOGY SOLUTIONS FOR YOU TO CONSIDER**
Technology can help your business in different areas. Here are some types of solutions that can benefit your business.

**Enhance customer experience for better sales conversion**
- **Chatbots**
  - Leverage a virtual assistant to help you serve customers better

**Improve productivity and reduce costs through automation**
- **Websites / Mobile Applications / Social Media Platforms**
  - Improve sales by building your online presence
- **Virtual Reality (VR) / Augmented Reality (AR)**
  - Enhance customer experience by engaging them using virtual / augmented reality

**Provide support for better yield optimisation**
- **Travel Management Systems**
  - Manage your customer travel bookings more efficiently with ready travel management systems
- **Tour Operations Management**
  - Facilitate better communication between tourist guides and your tour groups

**Data Analytics**
Enhance your business reporting and analysis capabilities by using tools to automate data collection, visualisation and report generation

**Travel Aggregators**
Access to a wider range of travel products such as flights, hotels, attractions ticketing

**Back-Office Systems**
Improve backend processes using HR and accounting tools
TAKING A CLOSER LOOK AT DATA ANALYTICS

Is this how your company is still collecting and storing data today? How are you using this information? Is it too troublesome to collate and too hard to visualise the information? Data analytics software these days can help you to pre-organise your data in real-time, and visualise data through easy to read dashboards!

If you are not already using data analytics, start by first looking at the data you have and employing the use of data analytics software to help visualise your data.

Types of Data
Every piece of information in your course of business can be considered data! Here are some examples of the data sources around you where data can be mined:

- **Internal** (the data you own)
  - Travel Management System
  - Point-of-Sale (POS) System
  - Customer Relationship Management (CRM) System
  - Inventory Management System

- **External** (all other data you don’t own)
  - Social Media (e.g. Twitter)
  - Data marketplaces (e.g. infoChimps, Datamonitor)
  - Third-party data providers (e.g. Faciliva)

How can data analytics help my business?
In a nutshell, data analytics can help you make better business decisions. The trends, patterns and insights that data analytics provides can help you make predictions which translates into actions. Here are just three examples of how data analysis can enhance your business decisions.

1) **Refine Your Product Range**
The type of products, how they perform throughout the year, and even their price points can help you know what works, and uncover what new products can be offered to create new business opportunities. Be in the know on what the gaps and opportunities are in your product range, so that you can plan early, negotiate with suppliers and stay ahead of the competition.

2) **Maximise Your Marketing Dollar**
External trends and historic sales data can tell you where are the most effective sales channels, when to launch a promotion, and how you can customise your content to your audience. With this ability, you can maximise the ROI on your marketing dollar by focusing manpower and budget on activities that help you reach customers, and reduce costs on low-yield activities that do not.

3) **Improve Customer Conversion**
CRM data, social media listening and third party segmentation data can tell you what your customers are like and how they behave (e.g. where their usual travel destinations are, what their budget is) so that you can recommend the most appropriate products for them, thereby increasing the chances that the sale will materialise.

<table>
<thead>
<tr>
<th>SALLY Visits Paper Travel’s website</th>
<th>BOB Visits Data Travel’s website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Submits an inquiry for her and her husband with information on their trip preferences.</td>
<td>Submits an inquiry for him and his wife with information on their trip preferences.</td>
</tr>
<tr>
<td>Paper Travel sees the inquiry and manually picks out information on who Sally is and what might appeal to her.</td>
<td>Data Travel sees the inquiry and uses their database to generate information on who Bob is and what might appeal to Bob.</td>
</tr>
<tr>
<td>With no CRM system nor data analytics software, Paper Travel can only work with the information Sally provided in her email.</td>
<td>They can do so easily as the database extracts information from their CRM system and data analytics software.</td>
</tr>
</tbody>
</table>
| As Paper Travel only has the information Sally provided in the email to work with, they spend extra time researching before creating several itineraries with many optional add-ons which they hope will attract Sally by providing her with many choices. | An itinerary is created based on:
1) Bob’s trip preferences and recommendations based on his demographic profile
2) CRM system, which has records of Bob’s previous trip(s)
3) What is popular at the moment (which is automatically generated based on a social media listening and analytics tool). |
| The itineraries are sent to Sally 3 days later. During this time, Sally has contacted 3 other travel agents, who all came back with similar itineraries. | A tailored itinerary is sent to Bob the same day. |
| With price as the only factor, Sally picks the one which is the cheapest (which may or may not be Paper Travel). | Bob is delighted with the recommendations made in the itinerary and books his trip with Data Travel. |

Let’s compare the user journey of two customers, Sally and Bob, who have recently visited a travel agent. Sally and Bob are past customers of Paper Travel and Data Travel, respectively.
Zumata

Zumata specialises in AI Conversational Chatbot Solutions for the travel and hospitality industries. With secured payment, data analytics and third-party system integration capabilities, Zumata's chatbot solution offers a solution that is able to respond instantly, in multiple languages, to address your business needs.

Email: maggie.choo@zumata.com | Website: www.zumata.com

Fooyo

Fooyo Travel provides a mobile trip assistant that enables visitors to do pre-visit smart itinerary planning, onsite smart navigation, and gives dynamic suggestions based on real-time onsite information. Fooyo Travel also provides a white-label mobile solution for travel agencies to promote travel packages and tickets to their in-bound and out-bound visitors.

Email: hi@fooyo.sg | Website: www.fooyo.sg

iFoundries

iFoundries provides conversion-optimised websites and digital marketing solutions for growing businesses by using a combination of inbound marketing methodology and marketing technology tools.

Email: andy@ifoundries.com | Website: www.i-foundries.com

LDR

LDR provides location-based mobile application and e-learning solutions. Its web-based authoring platform Pocket Trips™ enables development of interactive site content that can be triggered by location-based technologies such as GPS, image recognition and Bluetooth smart technologies on users’ mobile devices.

Email: enquiries@ldr.sg | Website: www.ldrtech.sg

Ncode

NCODE’s Content Management Systems will assist travel agents in keeping their website relevant and competitive to continuously offer the latest attractions and trends to reach out to customers effectively.

Email: info@ncodeconsultant.com | Website: www.ncodeconsultant.com

Pixely

Pixely provides web design and development, content management systems, e-commerce, mobile development, and internet marketing.

Email: sales@pixely.sg | Website: www.pixely.sg

Swisscrum

Swisscrum provides an e-commerce multi-channel travel solution, Tourismate, targeted at SMEs with integrated social media marketing. Swisscrum also provides mobile app, WeChat and AI chatbot solution for travel agents.

Email: info@swisscrum.com | Website: www.swisscrum.com

Techmatrix

Techmatrix provides customizable CRM solutions for travel agents to manage customers, prospects and suppliers. Travel agents can setup packages, and track enquiries, bookings and follow-up activities with real-time dashboards for business performance tracking.

Email: ashish@techmatrixconsulting.com | Website: www.techmatrixconsulting.com

Virtual Reality / Augmented Reality Tools

EON Reality

EON Reality provides virtual and augmented reality experiences for the tourism and entertainment industry, with experiences ranging from mobile phones to holographic displays, multi-wall 3D rooms, and interactive domed theatres.

Email: desmond@eonreality.com | Website: www.eonreality.com

Travel Management Systems

Athena Innovations

Athena Bookings is an integrated travel management solution for travel agents to handle their business process flow, and support various travel agency core businesses such as corporate ticketing, leisure travel, tour operators and wholesalers.

Email: sales@athena-innovations.com | Website: www.athena-innovations.com

Codelabs

Codelabs is an API that allows travel agents to dynamically construct a complex travel package (with air, hotel and land tours) and distribute them via multiple online channels.

Email: info@codelabs.co.id | Website: instanota.codelabs.co.id

Pytheas

Pytheas TravelCloud is an online travel management solution for travel agents to launch their online travel business for tour package booking, manage their sales and customers, and integrate to suppliers like GDS and payment gateways.

Email: info@pytheas.travel | Website: www.pytheas.travel

Tocco Travel

Tocco Travel Mobility System (TMS) allows travel agents to dynamically construct a complex travel package (with air, hotel and land tours) and distribute them via multiple online channels.

Email: vincent.lai@toccotravel.com | Website: www.toccotravel.com

Tourplan

Tourplan is a software for tour operators, travel agents and destination management companies to source and package product, provide quotations, create online distribution channels with accounting and reporting functions. Tourplan is available in Standard, Distribution, Connectivity, and Enterprise editions.

Email: sales@tourplan.com | Website: www.tourplan.com

TraveTek

TraveTek provides dynamic packaging solutions, consumer-facing websites; integrated booking platforms; back-office systems; CRM, a tour-operating platform that helps control pricing and stock distributions; and an API that connects you to a global database of leading travel suppliers. Focuses on cruise and dynamic packaging of hotels, flights and other ancillary services.

Email: javine@travekit.net | Website: www.traveltik.com

Maxias DX

Maxias DX builds e-ticketing system, agent management system, supplier management system, multi-currency payment gateway to cater to a seamless purchasing and redemption experience for consumers across multiple countries.

Email: sales@maxias.net | Website: www.maxias.net

Drop Positioning

Drop Smart Tour Operator System is a multi-solution device which is mobile and inbound/outbound friendly. Leveraging on LoRa (long range radio communication) and in-house innovations, the system will provide data connectivity, way-finding and even 5-way communication during disaster situations.

Email: laurences.lee@drop.com.sg | Website: www.drop.com.sg

Circus Social

Circus Social is a social and digital data analytics company that focuses on helping clients listen, track and respond to digital stimuli. Circus Social has developed a next generation social media and news monitoring platform called 20/Twenty, that augments digital data, as well as the Circus Command Center that helps brands keep track of trends in real time.

Email: info@circusocial.com | Website: www.circusocial.com

GFK

GFK helps businesses to design multi-device channel communication strategies and optimise the online and mobile experiences delivered.

Email: anthony.tan@gfk.com | Website: www.gfk.com

Holistics Software

Holistics specialises in big data analytics, combining both data science and business expertise to analyse data and deliver actionable insights for organisations, enabling them to drive greater operational efficiency and open up new opportunities for revenue generation.

Email: info@holistics.io | Website: www.holistics.io

SAS

SAS is an AI tech start-up that fuses the power of data science, deep learning, and consulting to solve real-world challenges. SAS helps customers at more than 80,000 sites make better decisions faster. Get a uniformed view of every customer with SAS® Customer Intelligence 360 to create relevant, valued customer experiences across channels.

Email: marketing.sgg@sas.com | Website: www.sas.com
## Travel Product Suppliers

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<thead>
<tr>
<th>Supplier</th>
<th>Description</th>
<th>Contact Information</th>
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<tbody>
<tr>
<td><strong>Amadeus</strong></td>
<td>Amadeus is a Global Distribution System that provides technology for the travel sector, from initial search to making a booking, from pricing to ticketing, from managing reservations to managing check-in and departure processes, and connects key players in the travel industry from travel agents, corporations, airlines, airports, hotels, railways and more. Email: <a href="mailto:ian.cheah@amadeus.com">ian.cheah@amadeus.com</a></td>
<td>Website: <a href="http://www.amadeus.com">www.amadeus.com</a></td>
</tr>
<tr>
<td><strong>Citytixs</strong></td>
<td>Provides an electronic ticketing system that offers attractions, theme parks, restaurants, retail and transport services a unified platform to distribute their products to consumers, travel agents and resellers. Citytixs also allows all the various experiences to be bundled into card-less city passes. Email: <a href="mailto:sales.support@citytixs.com">sales.support@citytixs.com</a></td>
<td>Website: <a href="http://www.citytixs.com">www.citytixs.com</a></td>
</tr>
<tr>
<td><strong>Distributed Software Solutions</strong></td>
<td>Provides B2B, B2C and B2B2C solutions which connects with hundreds of suppliers of flights, low cost carriers, hotels, cars, buses, ferries, tour packages, attractions, insurance, meal vouchers, entertainment vouchers, spa vouchers and other travel related products and services in one system. Email: <a href="mailto:easwar@dss.com.sg">easwar@dss.com.sg</a></td>
<td>Website: <a href="http://www.dss.com.sg">www.dss.com.sg</a></td>
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<tr>
<td><strong>GlobalTix</strong></td>
<td>Provides an online electronic ticketing platform, GlobalTix, for the travel industry, focusing on attractions, activities and F&amp;B. Partners such as travel agents will be able to access a one-stop shop for their travel needs, customise their own packages and re-distribute to their own sub-agents. GlobalTix also provides customised solutions for online stores and mobile apps. Email: <a href="mailto:sales.support@citytixs.com">sales.support@citytixs.com</a></td>
<td>Website: <a href="http://www.citytixs.com">www.citytixs.com</a></td>
</tr>
<tr>
<td><strong>Easybook</strong></td>
<td>Easybook.com is a land and sea transport ticketing distributor and solution provider in South-East Asia that offers bus, train, ferry tickets and car rental to online and offline consumers, agents and reseller via eCommerce website, Agent Login, Widget Affiliates or API. Eastour is an easy to use backend Travel Management System, for travel agents to manage and sell tour packages both offline and online to B2B and B2C customers. Email: <a href="mailto:lawrence.ee@easybook.com">lawrence.ee@easybook.com</a></td>
<td>Website: <a href="http://www.easybook.com">www.easybook.com</a></td>
</tr>
<tr>
<td><strong>Sabre</strong></td>
<td>Sabre is a Global Distribution System (GDS) that provides technology for the travel industry. Sabre provides software, data, mobile and distribution solutions for the airlines and hotels to manage critical operations, including passenger and guest reservations, revenue management, flight, network and crew management. Sabre also operates a global travel marketplace by connecting travel buyers and suppliers. Email: <a href="mailto:marketing.service.tns@sabre.com">marketing.service.tns@sabre.com</a></td>
<td>Website: <a href="http://www.sabre.com">www.sabre.com</a></td>
</tr>
<tr>
<td><strong>Travel Prologue</strong></td>
<td>Travel Prologue is a travel IT firm which creates a suite of efficiency tools for agencies and hotels, including connectivity, price competitive content and distribution services. Operating a multi-supplier platform, Trip Affiliates Network, it aggregates content from OTAs, wholesalers and GSAs to deliver a one stop shop for all of travel agencies’ needs including airfare, hotels and activities. Email: <a href="mailto:sales@tripaffiliates.com">sales@tripaffiliates.com</a></td>
<td>Website: <a href="http://www.tripaffiliates.com">www.tripaffiliates.com</a></td>
</tr>
<tr>
<td><strong>Travelport (Galileo)</strong></td>
<td>Travelport is a Global Distribution System (GDS) that connects the world’s travel providers with online and offline travel buyers in a proprietary B2B travel marketplace. Travelport enables travel agents access to branded fares and ancillary products from different airlines (including LCCs), hotel properties, car rental and much more. Email: <a href="mailto:yvette.yeo@travelport.com">yvette.yeo@travelport.com</a></td>
<td>Website: <a href="http://www.travelport.com">www.travelport.com</a></td>
</tr>
<tr>
<td><strong>Payboy</strong></td>
<td>Provides a web-based Human Resource Management solution that can enable businesses to generate payrolls, manage wages, leaves, attendance and other HR management functions. Email: <a href="mailto:sales@payboy.biz">sales@payboy.biz</a></td>
<td>Website: <a href="http://www.payboy.biz">www.payboy.biz</a></td>
</tr>
<tr>
<td><strong>QuickBooks</strong></td>
<td>QuickBooks Online is a product of Intuit, and provides a cloud-based accounting software that can enable businesses to manage and track their financials. Email: <a href="mailto:kamlesh.mahtani@intuit.com">kamlesh.mahtani@intuit.com</a></td>
<td>Website: <a href="http://www.quickbooks.intuit.sg">www.quickbooks.intuit.sg</a></td>
</tr>
</tbody>
</table>

## Back-office Systems

- **Payboy**
  - Provides a web-based Human Resource Management solution that can enable businesses to generate payrolls, manage wages, leaves, attendance and other HR management functions.
  - Email: sales@payboy.biz
  - Website: www.payboy.biz

- **QuickBooks**
  - QuickBooks Online is a product of Intuit, and provides a cloud-based accounting software that can enable businesses to manage and track their financials.
  - Email: kamlesh.mahtani@intuit.com
  - Website: www.quickbooks.intuit.sg