A TECHNOLOGY GUIDEBOOK

FOR TRAVEL AGENTS 2017

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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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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?

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

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?

Operations
Are exchanges with suppliers always done through multiple phone calls and emails?

Can documents for customers (eg. tickets, vouchers, itineraries, etc.) or suppliers (eg. job orders, signages, 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?

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

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

Improve productivity and reduce costs through automation

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

Provide support for better yield optimisation

Data Analytics
Enhance your business reporting and analysis capabilities by using tools to automate data collation, 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 these 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 (eg. Twitter)
- Data marketplaces (eg. infoChimps, Datastreamx)
- Third-party data providers (eg. Factiva)

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 3rd party segmentation data can tell you what your customers are like and how they behave (eg. where their usual travel destinations are, what their budget is) so that you can recommend the most appropriate products for them, thereby increasing the chance that the sale will materialise.

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.

SALLY Visits Paper Travel's website	**BOB** Visits Data Travel's website
Submits an inquiry for her and her husband with information on their trip preferences.	Submits an inquiry for him and his wife with information on their trip preferences.
Paper Travel sees the inquiry and manually picks out information on who Sally is and what might appeal to her. With no CRM system nor data analytics software, Paper Travel can only work with the information Sally provided in her email.	Data Travel sees the inquiry and uses their database to generate information on who Bob is and what might appeal to Bob. They can do so easily as the database extracts information from their CRM system and data analytics software.
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.

TECHNOLOGY SOLUTION PROVIDERS

Chatbots

★ 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 I Website : www.zumata.com

Websites / Mobile Applications / Social Media Platforms

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 I Website: www.fooyo.sg
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 I Website: www.ifoundries.com
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 I 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 I Website: www.ncodeconsultant.com
Pixely	Provides web development and design, content management systems, e-commerce, mobile development, and internet marketing. Email: sales@pixely.sg I Website: pixely.sg
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 I Website: www.swisscrum.com
Techmatrix	Provides customisable 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 I Website: www.techmatrixconsulting.com

Virtual Reality / Augmented Reality Tools

EON Reality	Provides virtual and augmented reality experience 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 I 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 I Website: www.athena-innovations.com
Codelabs	InstantOTA is a simple, scalable and flexible travel management system for travel agents to launch their online travel business. It is integrated with travel vendors such as low cost carriers, GDS, activities, hotels and payment gateways. Email: info@codelabs.co.id I Website: instantota.codelabs.co.id
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 I Website: www.pytheas.travel
Tocco Travel	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 I 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@as.tourplan.com I Website: www.tourplan.com
TravelTek	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@traveltek.net I Website: www.traveltek.com

Software developers that build and customise travel management systems

EQ Soft	Provides travel software development and customisation with 3rd party API/web service integration, intelligent dashboard solution, and consultative advice to clients in business process re-engineering. Email: ContactUs@myeqsoft.com I Website: www.myeqsoft.com
Maxias DX	Builds e-ticketing system, agent management system, supplier management system, multi-currency payment gateway to cater for a seamless purchasing and redemption experience for consumers across multiple countries. Email: sales@maxias.net I Website: www.maxias.net

Tour Operations Management

★ 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 2-way communication during disaster situations. Email: laurence.lee@drop.com.sg I Website: www.drop.com.sg

Data Reporting Systems

★ 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@circussocial.com I Website: www.circussocial.com
GFK	Provides digital travel intelligence that captures and analyses travellers' online behaviour on smartphones, tablets and computers. GFK helps businesses to design multi-device channel communication strategies and optimise the online and mobile experiences delivered. Email: anthony.tan@gfk.com I Website: www.gfk.com
Holistics Software	Provides a data reporting and preparation solution that can automate the basic data preparation work required, and make it easy for businesses to query, visualise and share information from their own database online. Business users can access live data when they need it without the need to wait for reports to be updated. Email: vincent@holistics.io I Website: www.holistics.io
★ Lloopp	lloopp is a tech start-up that fuses the power of data science, deep learning, and consulting to solve real-world challenges. lloopp 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 : Daphne.kau@lloopp.net I Website: lloopp.net
SAS	Through innovative analytics, business intelligence and data management software and services, SAS helps customers at more than 80,000 sites make better decisions faster. Get a unified, thorough view of every customer with SAS® Customer Intelligence 360 to create relevant, valued customer experiences across channels. Email : marketing.sgp@sas.com I Website: www.sas.com

★ *Technology providers with solutions supported through the Tourism Innovation Challenge for Travel Agents 2017*

Travel Product Suppliers

Amadeus	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: ian.cheah@amadeus.com I Website: www.amadeus.com
Citytixs	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 together into card-less city passes. Email: sales.support@citytixs.com I Website: www.citytixs.com
Distributed Software Solutions	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: easwar@dss.com.sg I Website: www.dss.com.sg
GlobalTix	Provides an online electronic ticketing platform, GlobalTix, for the travel industry, focusing on attractions, activities and F&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: enquiries@globaltix.com I Website: www.globaltix.com
Easybook	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. Easitour 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: lawrence.ee@easybook.com I Website: www.easybook.com
Sabre	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: marketingservice.tnsg@sabre.com I Website: www.sabre.com
Travel Prologue	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: sales@tripaffiliates.com I Website: www.tripaffiliates.com
Travelport (Galileo)	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: yvette.yeo@travelport.com I Website: www.travelport.com

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 I 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 I Website: www.quickbooks.intuit.sg

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