

CRM in Travel

TTI Spring Conference 2002

Date:

Thursday
14 March
2002

Venue:

Institution of
Electrical
Engineers
Savoy Place
London
WC2R 0BL

Nearest
Underground:
Embankment or
Charing Cross

More and more travel companies are implementing CRM technology as they increasingly recognise that it is far more cost effective to sell product to existing customers than to sell the same product to new customers.

Is Customer Relationship Management just the latest jargon for database marketing or does it go further than this? Is adopting good CRM practice affordable or is the cost out of reach of many companies? How are other travel companies implementing CRM and what benefits are they gaining?

Find out for yourself by attending CRM in Travel, TTI's 2002 Spring conference.

The Speakers

Simon Beeching
Managing Director

WEXAS International

WEXAS was founded in 1970 as a travel club for student and expeditionary travel (the name stands for World Expeditionary Association). Since then WEXAS has grown into a multi-national travel association with over 35,000 leisure and business travel members in nearly 100 countries.

Paul de Laat

Director, Customer Strategy & Value Management
Thomas Cook Group

Thomas Cook is one of the world's best known and respected brands in travel. Last year, the Group was the only travel company in the UK to be offering customers access to its products and services across five platforms: travel shops, telephone, Internet, WAP enabled technology and Interactive TV. It recently launched its own TV channel, Thomas Cook TV.

David Everett

Sales Director UK & Ireland

Genesys Telecommunications Laboratories

Genesys Telecommunications Laboratories is an independent, wholly owned subsidiary of Alcatel, a leading provider of universal queue contact center solutions for complete customer relationship management. The company offers an integrated suite of open, infrastructure-independent solutions that manage customer interactions across all media types, all networks and all applications.

Ed Spiers, Product Marketing Director

Anite Travel Systems

Anite is one of the world's leading suppliers of reservation and integrated solutions for travel and leisure companies. Over 270 travel providers worldwide use Anite's systems. Anite has developed travel CRM solutions as part of its @com product and service strategy.

James Vaile, Managing Director

Expedia.co.uk

Founded in 1995, Expedia is now the world's number one online travel agency with operations in seven markets. Launched in 1998, Expedia.co.uk has established itself as the UK's leading full service online travel agent in terms of sales. The company continues to innovate with the recent introduction of a Ski Channel, Yachting Charters and its Deal Hunter.

Richard Forsyth, Managing Director

CRM-Forum

CRM-Forum is the pre-eminent on-line resource for CRM professionals working in the b2c marketplace, providing individuals & companies with a forum to keep up-to-date, meet, discuss & contact each other. It is owned by Sift and runs on their SiftGroups online community platform. It was launched in January 1998 and has 38,000 members.

Neil Feakin, IT Management Consultant

Saga Holidays

Saga was founded by Sidney De Haan OBE. It first offered holidays in Britain for retired people in 1951. It is one of Britain's best-known travel firms & is virtually synonymous with travel for people aged 50 and over. Saga customers can experience anything from a week at the seaside resort of Bournemouth to a tour of the Borneo rainforest.

The Sponsors

TTI wishes to extend its warm thanks to the following companies who have kindly sponsored this event:



Just when it was in danger of becoming a forgotten discipline, Customer Relationship Management (CRM) has been back in the travel news over the last few months. It was one of the central themes at last November's World Travel Market. More recently, MyTravel announced it is investing in CRM technology to in, CEO UKLG, Richard Carrick's words, " have the ability to have one-to-one relationships - the same as having 1.5 million corner shops."

CRM is about creating the feeling in your customers that you personally care, that they are not just numbers in your computer system, that they can relax and trust that their travel arrangements will go smoothly.

This level of trust means that customers will be willing to share information about themselves, information that can be put to good use by the company to sell more goods and services to the customer. Is this what CRM in Travel is

about, or should a more sophisticated approach be adopted, where CRM is used to genuinely improve customer service? Is CRM simply embodied by this privacy statement hidden away on one airline's Web site? "We may also disclose the data that we hold about you to selected third parties." or is there a greater role for CRM than just being the latest buzzword for database marketing?

The issue for large travel companies and online businesses is how best to implement rigorous CRM technology that allows them to adopt a small company culture, but is bad CRM technology worse than having no CRM technology at all? Is it prohibitively expensive to introduce good CRM? How have other companies put CRM into practice?

For this conference, Travel Technology Initiative brings together a group of speakers who can deliver the answers. Attend and find out for yourself about the solutions they are deploying and the lessons they are learning.

The Programme

- 09:30 Registration and Coffee
- 10:00 Welcome from the Chairman & TTI Update
Tony Allen, Chairman TTI
- 10:15 The Key to Travel Company Survival
Simon Beeching, WEXAS International
- 10:55 Coffee
- 11:35 Practical CRM
Ed Spiers, Anite Travel Systems
- 12:15 CRM at Thomas Cook
Paul de Laat, Thomas Cook Group
- 12:55 Buffet Lunch
- 14:00 CRM begins in the Contact Centre
David Everett, Genesys Telecommunication Labs.
Neil Feakin, Saga Holidays

- 14:40 CRM Through Virtual Communities
Richard Forsyth, CRM-Forum
- 15:20 Coffee
- 16:00 CRM in the Online World
James Vaile, Expedia.co.uk
- 16:40 Chairman's Summary
Tony Allen, Chairman, TTI
- 16:50 Close

Moderator: Paul Richer
Genesys - The Travel Technology Consultancy

(It may be necessary, for reasons beyond our control, to alter the content or timing of the programme.)

Registration

To register, please return the coupon below (by 12 March, please) with your cheque (if non-TTI member) to:
Travel Technology Initiative, c/o Rowden Farm, Brentor, Tavistock, PL19 0NG United Kingdom

Telephone enquiries and fax: 0870 904 1521 email: admin@tti.org



I wish delegate(s) to attend and enclose a cheque made payable to Travel Technology Initiative.

- TTI members - 2 free delegates per executive member, 1 free delegate per associate/academic member/trade body
- Unicorn licence holders £40 + VAT (£47.00)
- ABTA/AITO/CIMTIG/IFITT/OTA members £40 + VAT (£47.00) Indicate organisation & membership no.
- others £95 + VAT (£111.63)

Name Position

Company Telephone

Email Fax

Address

Names of other delegates