

Is your business prepared for the economic upturn?

We know from science that what goes up must come down, and history reminds us that the opposite is also true, especially when it comes to the economy. A return to travel is one of the first indicators of a rebounding economy, and it's starting. Are you ready for the upturn?



What is your plan for growth in the months ahead?

In the second quarter of 2010, travel service providers are optimistic and taking steps to encourage and seize new sales opportunities. What actions will you take to steadily build bookings as travel increases and the global economy continues its path of recovery? Here are some practical steps you can take:

1. Get the most out of your staff through training and agent skills assessments

Knowledgeable travel agents are an agency's most productive and profitable resource. Now is a good time to gauge skills and proficiency in using advanced reservations and travel management tools. Increased efficiency in using the GDS and individual product solutions enables agents to focus on selling and customer service, rather than formatting and product functionality. This leads to increases in total segments booked and lower costs per sale. Everyone can benefit through training. Even the most skilled counselors find weaknesses in the use of certain

automation, or reservations and ticketing tools. Plus, Travelport is constantly adding new capabilities you can use to expand your knowledge base.

- [Click here](#) to learn about Travelport training opportunities available in your area today

2. Know the power of your position and take advantage of your resources

The economy's impact on travel is just one challenge agencies face today. Other factors influencing consumer travel-buying behaviour are changing demographics and technological advancements like the travel Web. Yet you have distinct advantages over other travel buying sources with the ability to give travellers what they are demanding today: the most options and pricing from suppliers worldwide.

- Ensure your technology portfolio supports your business objectives

To compete effectively in today's environment, agencies are taking a hard look at their operations, looking

for better ways to run their businesses. Fine-tuning a specific area of your operation might be all you need to break through to higher efficiency, customer satisfaction and profitability. Or maybe you want to take a fresh look at your complete operation and identify opportunities for process improvements and greater efficiency. Either way, seeking guidance from Travelport may help you lower costs and increase profits.

Ask your Travelport representative to help you analyse your business mix and technology portfolio, and possibly identify strategic solutions you're not using that can boost your service delivery and revenues.

- **Make Travelport ViewTrip™ a key travel service for your customers**

Electronic conveyance of personalised itineraries is on the rise because travellers want and greatly appreciate the benefits the service provides. If you're not already, start indulging your travellers with instant online itineraries through Travelport ViewTrip – and expand your services with leading technology at no additional cost to your agency. ViewTrip is the flexible online itinerary resource that provides itineraries to travellers, along with travel documents, online check-in capabilities and more, once you book trips in your Travelport GDS.

Download the ViewTrip brochure to learn more:
[Travelport ViewTrip Solutions Overview](#)

3. Shore up and build out your customer profiles

Smart agencies know the value of keeping customer profiles updated and fresh. Current customer information and preferences will streamline your booking productivity, efficiency and service as travel rebounds. Accurate data also gives you a great resource for targeted marketing.

Touch base with your valued customers soon

If you're looking for a good reason to reach out and communicate with your customers, use traditional or electronic direct mail to ask them to verify, correct or simply update their profile information in your records. While you're at it, let them know about specials or promotions they can take advantage of in the weeks and months ahead – and use this effort to boost your bookings and sales.

4. Stay informed about advancements that can help you grow and lower costs

- **Make sure you're signed up for weekly product and system advisories**

If you haven't already, register for your free [ASK Travelport](#) account today. ASK Travelport features approximately 90 categories of information and a universe of answers to questions about everything you do – from daily business processes to agency billing, localised products and everything in between. Each week, we send an e-mail summary of all system and product advisories over the previous seven days, giving you easy access to information that's most relevant to your agency.

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- **Don't forget to [explore Travelport Training Services](#) that are available to your agency today**