

Travelport launches Agentivity business intelligence suite in Asia Pacific

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Travelport (NYSE:TVPT), a leading Travel Commerce Platform providing distribution, technology, payment and other solutions for the \$7 trillion global travel and tourism industry, today announces the launch of an innovative business intelligence product for travel agencies in the Asia Pacific region. The product, known as **Agentivity**, is designed to place highly relevant booking data and business insights directly into the hands of agents so that they are better informed when making both tactical and strategic business decisions. Travelport has secured the solution for agents through an exclusive partnership with the Inside Group.

Agentivity is developed by the UK-based Inside Group to provide travel agencies with instant web-based access to actionable insights on all aspects of their business, including daily operations, booking trends, additional revenue opportunities, emergency notifications, individual consultant productivity and much more. In most cases, no change to workflow is required by the travel agency and because Agentivity is web-based, no software installation is required.

Many travel agency processes today are manual and labour intensive. It is also common for reporting within a travel agency to be based on historical accounting data that does not provide a true understanding of all aspects of the business. Agentivity constantly monitors all agency activity, and therefore provides insight into the different elements of the business, empowering the agency to react to potential problems and opportunities instantly.

With the combination of functionalities that Agentivity offers, it has proven to save time within a travel agency, enable a significant increase in level of customer service quality, gain valuable insights into their business and in many cases significantly increases their revenues.

Edd McArdle, Co-Founder at Inside Group, said: "Agentivity significantly enriches the data we can collect in the agency environment and turns it into actionable insights that enable travel agencies to work smarter and more efficiently. We look forward to building on our relationship with Travelport in the Asia Pacific region."

Mark Meehan, Managing Director, Travelport Asia Pacific, added: "As Travelport moves to expand both our Air and Beyond Air offerings, a business intelligence solution like Agentivity is incredibly useful to our agency customers and enables them to fully exploit the business opportunities we offer through our Travel Commerce Platform and concurrently upgrade the professional competency of their own operations."

About Travelport

Travelport is the technology company which makes the experience of buying and managing travel continually better. It operates a travel commerce platform providing distribution, technology, payment and other solutions for the global travel and tourism industry. The company facilitates travel commerce by connecting

the world's leading travel providers with online and offline travel buyers in a proprietary business-to-business (B2B) travel platform.

Travelport has a leading position in airline merchandising, hotel content and distribution, car rental, mobile commerce and B2B payment solutions. The company also provides IT services to airlines, such as shopping, ticketing, departure control and other solutions. With net revenue of over \$2.5 billion in 2018, Travelport is headquartered in Langley, U.K., has over 3,700 employees and is represented in approximately 180 countries and territories.

About Inside Group

Inside Group is a technology consultancy and web development company that specialises in the travel industry. In 2011, Inside Group launched Agentivity, a business intelligence tool for travel agencies. Providing a complete picture of the daily activity within an agency, Agentivity empowers the agency to be in control of operational efficiency, supplier relations, customer quality assurance, and missed revenue opportunities.

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