



EARLY ADOPTER REAPS THE MANY REWARDS OF IMPROVED CLIENT COMMUNICATIONS

Boutique travel agencies need to differentiate themselves from their larger rivals and Perth based TTFN did just that by implementing a traveller experience solution from conTgo in early 2009. TTFN has now improved the experience of the traveller, decreased their clients' travel program costs, lowered its operating costs while also enhancing traveller safety.



ttn travel Western Australia based boutique corporate travel agency, TTFN was one of the first in Australia to introduce conTgo's Mobile Travel Assistant (MTA) to its corporate travel clients at the beginning of 2009.

TTFN is a small travel management company that strives to stay one step ahead of its larger rivals by providing a highly professional travel service, which includes the latest innovative technology solutions available to today's travellers including MTA from conTgo.

Most of TTFN's clients are small to medium sized companies with up to 350 staff, with many of them based in Victoria and a large proportion operating in the automotive sector. TTFN's clients' average travel budgets are around AU\$2 Million per year.

THE CHALLENGE

The challenge for a company the size of TTFN is to differentiate itself from its larger corporate travel industry rivals without compromising on the client service quality and personal relationships it prides itself on.

TTFN's corporate clients have business travellers travelling all over the world at any given time and often questions about a specific traveller's trip itinerary will arise. Previously a call would be made to TTFN, which needed to be dealt with by staff on duty at that time. During busy travel times or during a crisis this can put considerable strain on the resources of a small agency like TTFN. The agency looked for ways to automate this

process and make it more efficient for them and their corporate travellers.

EFFICIENT COMMUNICATION ADDS VALUE

TTFN evaluated conTgo's Mobile Travel Assistant (MTA) back in late 2008 and decided it was the best and most comprehensive solution and they quickly signed a contract. It has initially offered the Point of Experience module to its clients to enable them to find out information about their travel itinerary via SMS to their mobile phone.

"We believe that by offering conTgo's Mobile Travel Assistant, we have been able to proactively add value to our clients' travel programs, creating deeper relationships with our existing clients," said Kathleen Nicholson, Director, TTFN.

EASE OF CONTACT FOR CLIENTS & THEIR TRAVELLERS

TTFN's clients have found that they can now contact all of their corporate travellers very easily if there is a travel delay or cancellation and during a crisis they can locate them and offer help. Being able to ensure business traveller safety is essential in this day and age due to heightened security risks in some volatile locations.

The location functionality offered by MTA was particularly helpful during the Icelandic volcano crisis in April 2010 as around forty of TTFN's corporate travellers were either delayed or displaced due to the week long flight cancellations. MTA enabled them to be easily and efficiently contacted via their mobile phone, so their location could be pinpointed to ensure they were safe and then they were provided with the latest information about alternative travel and accommodation arrangements.

"Travellers feel like they are really being looked after while travelling with the MTA service," said Nicholson.



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USING KEYWORDS

TTFN is also using MTA's keyword functionality and has set up special keywords such as "HELP" to ensure it can provide emergency assistance to its travellers and locate them during a crisis or major event such as the recent troubles in Bangkok. Travellers can also use keywords to get access to other pre-determined information such as Taxi numbers.

"Our clients really rely on the Mobile Travel Assistant and many say that it has made their busy business people a lot more efficient. The travellers love it too as they feel like they are in control," concluded Nicholson

OPERATIONAL EFFICIENCIES FOR TTFN

TTFN has seen a dramatic 30 per cent drop in the number of enquiry calls coming into the office regarding clients' individual travel itineraries, due to the automatic delivery of that type of information by MTA.

Introducing the MTA services has also meant that TTFN's clients and their travellers find it more attractive to come to TTFN to book their travel, rather than booking it themselves.

"The Mobile Travel Assistant has helped us to win new clients and it has also had the added benefit of decreasing our operating costs per booking," said Nicholson.

TTFN CLIENTS USING MTA

Around ten of TTFN's corporate clients are already using MTA with their corporate travellers. To date over 700 travellers have used the service since it was implemented in February 2009 and TTFN is expecting their traveller experience service to exceed 1,000 users by September 2010. TTFN is planning to progressively roll MTA out to all of its clients by the end of 2010.

The cost to TTFN clients using MTA is a flat fee of \$4 per booking, which the agency's clients feel is a very cost effective service considering all the benefits it provides them and their travellers.

"Our vision is to provide travellers with instant access to relevant travel services anytime, anywhere from any mobile device and we are working with dedicated TMCs like TTFN in Australia to deliver on that promise for travellers all over the world," said Johnny Thorsen, CEO, conTgo.

About conTgo

conTgo is the leading provider of traveller experience solutions for corporate travel. The ground breaking Mobile Travel Assistant (MTA) has now been in use for over two years, in 20+ countries, with 200,000 travellers using the solution across 4,000 companies. In July 2010 the 1 millionth travel bookings was processed by MTA.

The vision is to provide travellers with instant access to relevant travel services anytime, anywhere from any mobile device. Most importantly MTA is not a "mobile application"; it is based on SMS messaging meaning it is easily implemented in corporate environments.

Companies using MTA will improve the experience of the traveller, decrease their travel program costs and optimise traveller security.

Travel Management Companies using MTA are enjoying the benefits of proactively adding value to their customers' travel programs, creating deeper relationships with existing clients, winning new clients and decreasing their operating costs per booking.

FOR A DEMONSTRATION OF HOW THE MOBILE TRAVEL ASSISTANT WORKS, SMS THE WORD "DEMO" TO +44 7800 140 090 OR +61 416 907 366 OR VISIT WWW.CONTGO.COM