



Crossing the Chasm

*How to be Pragmatic About
Service & Technology*

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The Cornerstone System “Crossing the Chasm”

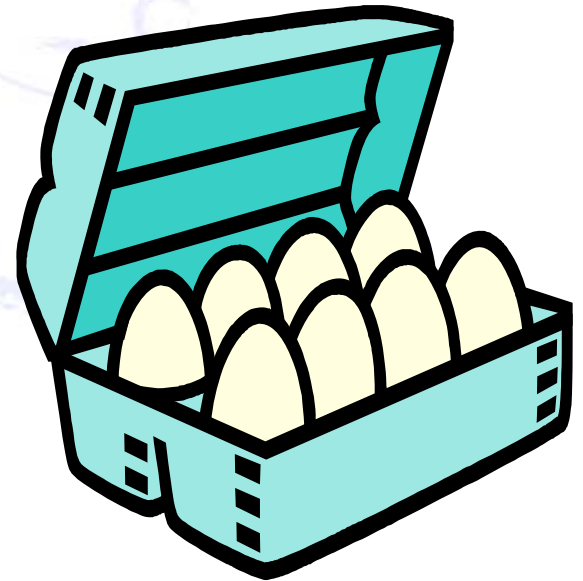
**Presented by
Annette Steinbraker & James Dargan**

“Crossing the Chasm”

The success in driving profitability of an
“Online Tool” is ?????

I can solve all of my issues through my “Mid
Office” technology solution!!!

“Crossing the Chasm”



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- Site Set Up:
- Do you really understand what the site can and can not do?
- Treat the site like a new counselor. Set up the system like you would train a counselor.
- Require users to select reason codes. You hire travel counselors, not mind readers.
- Require remarks from users to be entered into specific fields.

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- Mid Office Set Up:
- Evaluate if it make sense to have a separate branch with separate queue drop (processing queues).
- In addition to standard Res Rules, you need to write “Filefinishing” edits:
 - Unless the PNR is missing information that is needed to issue the ticket and or deliver emails. You should be entering the information into the PNR.
- Auto Ticketing, automated Travel Agent Service Fees, and Document Delivery.

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- Add Value!!!
- Don't rely on the booking tool to create client solutions. Develop them via mid office and don't be afraid to charge.
- Non-Refundable ticket tracking and usage.
- Send out email links that allow users to check in online.
- Send out emails that give local value (i.e. Airport Parking vouchers, Discount's at local stores for being your customer.
- Work with your customer in surveying the users.

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- Track Results
- Report on touch levels.
- Develop a metric that shows the customer the value that moving to online and moving touchless brings.
- Track why customers are calling and help your customers drive down calls.
- Establish customer profiles. Show how they perform
 - What is your average, “Adoption Rates
 - What is your average, “Touchless rates”?
 - What is your average, “Call to Booking Ratio”?



Questions ?????