



Crossing the Chasm

*How to be Pragmatic About
Service & Technology*

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The Real Facts: How Companies Have Used Technology to Improve and Boost the Bottom Line

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Questions to Ask

- When looking at your bottom line, three questions drive your success.
 - What is the true CPT?
 - What is the true ROI?
 - What is the true Productivity of your staff?

- How many of you can afford to continue to do rework, and make investments without having a positive impact on all of the above?

Answers

- Knowing your key business drivers will allow you to competitively price your service.
- Having and using the right “Technology” will ensure your success and future growth.

Process Assessments

- Look at your reservation process.
 - Break out your different distribution channels.
 - Telephonic, Group, Online, Leisure
 - Identify potential failure points
 - How can those failure points be automated?
 - What are the tasks that are driving up your costs?
 - Can they be automated?
 - Yes? No?
- If no, how can they be reduced or eliminated?
- What rework has to be done due to broken process?
 - Start with your Back Office Staff. They know more about what is broken than you think.

Automation Assessment

- What Technology do you need?
- How much can you spend?
- What is the cost saves from automation that will offset your investment?
 - You want to reduce expense, not increase.
- Can you purchase your technology needs from one vendor, to maximize your spending dollars?

Automation Implementation

- What is your Agency Standards?
 - Start with a “Perfect PNR”.
- What are your Customer Specific Standards?
 - Start with a “Perfect PNR”.
- Look at technology as a solution to drive up productivity.
 - Don’t send things back to counselors to be fixed.
 - Do you have counselors run a QC script? Or
 - Do you develop desk top tools that enter the information into the PNR in a format that automation can translate into the correct format?
- Use reporting as a vehicle to train and reward performance.

What comes First?

- If you are making the investment in automation.
 - You need to develop standards for all to follow.
 - Develop training around your standards so that everyone understand the role that they play.

- If you are successful you will drive:
 - Counselor productivity
 - Down GDS hits
 - Down the amount of times you touch a PNR (unless changed by traveler/arranger)
 - Down the amount of rework in the back office.

Goals/Metrics

- Using your current baseline, establish goals that are measurable.
 - Don't expect to be at the POA the first year. Have a 3 to 5 year plan.
 - Gather consensus, get people involved.
 - Employee empowerment will make your deployment easier.
 - Record your cost saves.
 - Use this as a marketing tool.
 - Show you are committed in reinvesting in your agency.
 - Let your customers know that this will impact them in dollar savings.

Now you can Market

- Use your Automation Solutions in your Proposals
 - Let our marketing answer your questions and then some.
- What is your defect/reject rate?
- What is your touchless transaction rates?
- How much money have you invested in your technology solutions.
 - The big guys do this all the time, why not you.
- Consult with your customers on technology solutions.
 - We can help you customize difficult customer needs.
- Use automation as a tool to resell your self.



Questions???