

## A 3D illustration of a global network. A white airplane is flying over a map of the world, which is overlaid with a network of lines. A train is on tracks in the foreground, and a sailboat is on the left. A hotel building is on the right. The background is a light blue and white geometric pattern.

# WHAT ARE THE TRAVEL AGENCY'S BIGGEST CHALLENGES TODAY?



Travel agents have to search in each system, manually select the desired offer among multiple results, and complete the reservation.



Travel agents must be trained to work with each interface of each travel supplier.



The impossibility for travel agency affiliates to work with more than one supplier at any given time. Working with individual suppliers simultaneously is a challenging task because each supplier is using different protocols and systems each with their own unique features and specifications. The desired result should allow for travel agencies to operate as efficiently as possible with the best possible response time.

**As a result, travel agents are tapping into multiple web sites and other sources, and working across multiple platforms to find more options for travelers. In the end, this will translate to bigger response time.**

# TRAVEL INDUSTRY LANDSCAPE

The multitude of suppliers and reservation systems for travel agents has significantly increased the complexity of the marketplace in the ability to work with multiple systems and acquire the most value added offers with the quickest response time.

In addition, working with an increased number of wholesalers and Global Distribution Systems simultaneously has empowered agencies to offer more variety in products and services as well as enhanced availability of these products at the best possible rate at the lowest offering time.



# RESPONDING TO CHALLENGES WITH THE RIGHT BOOKING SYSTEM

Travel agencies have plenty of opportunities to be more efficient in their operational processes.



Do you use more than 3 reservation systems for your customers' requests?



Do you find it difficult to enforce the travel agency procedures regarding the Offering Process for your travel agents?



Did you ever missed a sale due to the fact that the travel agent did not have enough time to search for a better offer?

No matter of your travel agency's activity and selling channels, your agents' efficiency and offering time becomes a key element for your business objectives. Both B2B and B2C selling channels need optimum response time and you need to analyze your response offering time from the moment your agents receive requests, log into different systems, search for offers, compare results, find the best deal and prepare the final offer to the end customer.



If for B2B network a response time of 25 seconds might still be decent in some scenarios, in B2C a response time of over 5 seconds dramatically decreases the chance of a visitor going further in the purchasing process by 75%. Considering a 1, 2% conversion rate in B2C, a 75% abandonment rate is striking, as this reduces your sales volume by half.

# HOW TO OPTIMIZE YOUR OFFERING PROCESS

Our studies reveal that by using one reservation system which includes your own policies and processes as well as many automated features, a travel agency can reduce the time consumed by your travel agents managing a booking by as much as 93%. Did you know that 67% of the travel agents do not make alternative searches with all the available content providers as they find it either too complicated or too time consuming? This leads in average to losing one in five sales opportunities.

So in the end, you should consider the offering process and the time your agents spend with the entire flow – from searching for offers to sending it by email.

An agent needs around 32 minutes to search in 8 vendor systems (8 x 4 minutes per vendor) in order to find the final offer and 8 minutes to create and send the offer by email – summing a total of 40 minutes for servicing a customer. Handling this process in TBS - Travel Booking System, the agent will need only 2 minutes to find the right offer in a single system and one more minute to create and send the offer by email. This will translate in a reduction of 93% of the search and offering cost.

With the aggregation solution in place, the time your travel agents need to search for content and prepare the offer can drop to an average of 2 minutes to find the best deal to your customer and 1 minute to send the offer directly from the system. In order to optimize your travel agents offering time, they can send the offer directly from the system using predefined templates.

One of the most important value propositions of advanced booking and reservations systems is a significant reduction in the amount of time it takes these systems to return searches - and not just basic searches, but smart or intelligent searches with advanced criteria based on a customer's desires that can reduce overall processing time, restrain the search area and return tailored offers. Advanced booking systems also help decrease the amount of time travel agents must devote to searching for potential bookings and increase the level of focus they can give customers, which is vital for customer engagement and retention.



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place(/ +{1= }/g);
l, a = 0; a < inp_array.
array[a], use_class:0))
out_words = a.length;
b && a.splice(b, 1);
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# ARE YOU MISSING OUT ON OPPORTUNITIES?

Find out more details about how our travel booking system can help you optimize your booking flow and offering time



**Request a demo**

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