

TravList

MOBILE APP MARKETING TOOL

The smart way to engage and retain your customers

dcst⁺

dcstplus.net

IMPROVES RETENTION

Nowadays, the travel industry players are facing fierce competition, while the travelers' expectations are higher than ever. This leads to a decline of customers' loyalty – they are switching brands more frequently than ever before, because they can't find real differentiators. In this context, the real business value lies not only in acquiring new customers, but also in retaining them. You, as a travel agency, need to keep up with the changing customers' behavior and differentiate by offering superior value and quality of service.

TravList mobile app is a key marketing tool that you can leverage to deploy modern customer engagement campaigns and increase customer retention. Use it as a vehicle to deliver automatically useful information to your customers, be permanently in touch with them, while offering them the possibility to manage their travel plans from one place, directly on their mobile phones.

More than that, you will be able to keep them informed about the latest changes in their itinerary.

KEY INSIGHT

TravList will act as a travel companion for your customers - it will guide them through every stage of the trip while allowing you to improve the end-to-end experience. Your customers can manage all their travel plans in one place, enjoy real time flight alerts, information about their destination, attractions - places to visit, things to do, weather info and much more. Through the app, you can also provide special or tailor-made offers and recommendations during their trip.

CROSS-SELLING AND UPSELLING

There is no doubt that you want to drive incremental revenue on each travel service that you sell. You also want to deliver unforgettable travel experiences to your customers, in order for them to keep coming back. You know that the acquisition of ancillary services is situational, but serving your customers the right service or right offer in the right place and appropriate time can considerably increase the chances of conversion.

TravList makes it easy for you to better understand customer preferences, which will help you effectively open up cross-selling and upselling opportunities. You know where and when your customers travel and you will be able to offer them complimentary products and tailored offers exactly when they need them most.

You can add flavor to their travel, by pushing your special offers directly into your customers' pocket assistant.

KEY INSIGHT

If your customer bought only flight tickets for London, for a three-day journey, he probably also needs a hotel, so you can push him accommodation offers for London directly on his mobile device, for that period of time.

Or think about those customers that already purchased flight and accommodation, but no ancillary services. While they are at destination, you can suggest them a city tour, by pushing your offer directly on their mobile screen; they have the possibility to contact you and book the service right away.

“ For Paravion it was very important to offer its clients a single place where all their travel needs where met, from access to their boarding pass, accommodation and car rental, to receiving useful information about the destinations they were about to visit. dcs plus delivered the best solution by creating TravList, which we strongly believe is a great mobile travel assistant.

Remus Vişan, Founder & Managing Director Paravion & Managing Director Bavul.com

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FULL AUTOMATIC PROCESS

The use of **TravList** application implies no effort for you, as a travel agency. It fits with the already existing processes and workflows and with the daily operations taking place within your business. Your travel agents won't feel the pressure of using one more system.

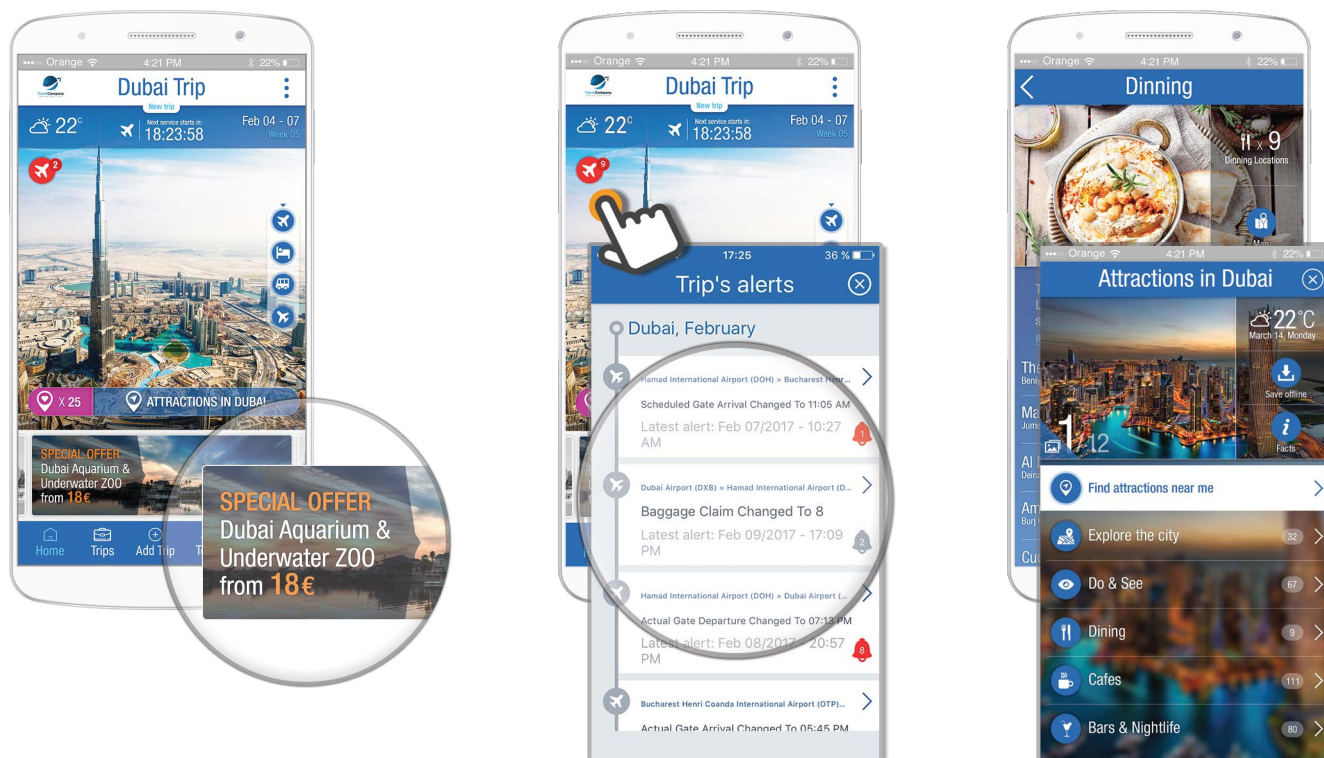
All the transactions that are made are automatically received and processed by our servers and further dispatched to the users.

KEY INSIGHT

All the information about trips, flight notifications, points of interest, restaurants, special offers and so on are delivered to TravList automatically.

This means no additional costs for you.

From now on, your customers will be connected, feel in control and always prepared when heading to new destinations, either if they travel on business or leisure.



TRAVLIST FEATURES:

+ ALL THE TRAVEL INFO STORED IN ONE PLACE:

- Current trips
- Upcoming trips
- Past trips

+ ATTRACTIONS AT DESTINATION:

- Things to do
- Places to visit
- Dining recommendations
- Cafes and bars
- Shopping places

+ CALENDAR SYNCHRONIZED PLANS

+ COMPLETE DETAILS ABOUT THE ITINERARY:

- Flight details
- Hotel details
- Check-in & check-out times
- Car rental details
- Transfer services

+ VALUABLE TOOLS AND WIDGETS:

- Free alerts notifications (based on trip details)
- Photos of the destination
- Weather at the destination
- Local time
- Maps
- Currency converter

+ OFFLINE INFORMATION ABOUT CITY ATTRACTIONS

+ REAL-TIME FLIGHT NOTIFICATIONS:

- Flight status
- Departure & arrival notifications
- Flight delay
- Flight cancellation
- Gate changes
- Luggage belt notification

+ ONLINE CHECK-IN AT USERS' FINGERTIPS

+ OPTION TO ADD TRIPS MANUALLY

+ USERS CAN ADD SERVICES TO EXISTING TRIPS

+ PAPERLESS TRAVEL EXPERIENCE

Download for free **TRAVLIST** from



dcs plus is a leading travel technology company, committed to designing and developing enterprise technology solutions for the travel and tourism industry. Founded in 2002, **dcs plus** has hundreds of customers in more than 45 markets. For further information, visit www.dcsplus.net or drop us an email at: sales@dcsplus.net

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