Travelport
Redefining travel commerce

Customer
Travel Management Partners

Channel
Agency

Delivering greater efficiencies and productivity in booking hotels

Customer objective

As one of America's largest travel management companies, Travel Management Partners (TMP) want to service their customer's hotel needs as efficiently and effectively as possible, and ultimately increase hotel revenue.

The challenge

When TMP agents are unable to locate a hotel in their global distribution system (GDS), they will make the booking outside the GDS. Consequently, the agent manually creates a passive booking, adding the hotel information into the passenger record to interface with the itinerary and their back office.   However, if a reason code is not included with the passive segment, management is unable to determine why it was made, or what corrective steps might be taken to make the passive segment an active segment.

> "I was very pleased with the impact that the implementation of the passive reason codes had on our business. Our Travelport Hospitality Business Development Manager worked with us to thoroughly understand the key reasons for this business behavior – and through further analysis has enabled us to reduce passive segments and consequently operate in a more profitable and efficient manner."

Holly A. Kahl, Vice President Operations, Travel Management Partners

The Travelport solution

Through a comprehensive analysis of the customer's environment, Travelport conducted a rate audit, and worked with TMP to educate their front-line agents (the bookers) on reason codes, and how to use them when making a passive booking. By adding reason codes to the agent's normal script, TMP management was able to identify who, where and why the passive segment was booked, and take steps to modify the business behavior accordingly.

The ultimate outcome

With the addition of passive booking reason codes, TMP has been able to increase their ability to identify potential properties for conversion from passive to active bookings, and thus fine tune the overall conversion process. Additionally, they are now able to better identify and load properties with contracted negotiated rates that weren't displaying in their system.

TMP's management has been able to reinforce best practices, empowering their agents to be more GDS-efficient in locating properties as well as consortia, association, and government rates. As a result, agents are booking more hotels through their normal work flow rather than outside the GDS, streamlining the transaction process and ultimately increasing agency profits. Overall, by adding reason codes to passive segments, TMP agents are helping the agency gain efficiencies and productivity in booking hotels.

TMP is servicing their customers more efficiently, operating in a more profitable manner, and adding revenue to their bottom line through

— Identifying and changing current business behaviors

— Reducing manual input of hotel information, and possible agent error

— Keeping agents in their normal workflow rather than searching for hotels outside the GDS

Discovering new potential

Let Travelport help redefine your business efficiencies and improve hotel productivity for your agency. Contact your Travelport Hospitality Business Development Manager, or your Travelport account manager, today.

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