

Getting to know the Customer

Craig Kean

Managing Director

The Internet Traveller

Our Brands

**TheInternet
Traveller.com**
Flexible Tailor Made Holidays

The Internet Traveller

**TheCruise
Traveller.co.uk**
Your World of Oceans, Seas & Rivers

The Cruise Traveller

**TheAndorra
Traveller.com**
Andorra's Leading Ski Specialist

The Andorra Traveller

Our Product Range

Long Haul

Luxury

Multi Centre

Tours and Inclusive Itineraries

Cruise

Ski

Partnerships

Examples :-



Tourism Authority of Thailand



Discover America



Andorra Turisme



Travel 2

Strategy from hereon

Getting Closer to the customer

- **Exceptional customer experience**
- **Trust and Engagement**
- **Profile Information**
- **Travel plans and dreams**
- **Personalisation**

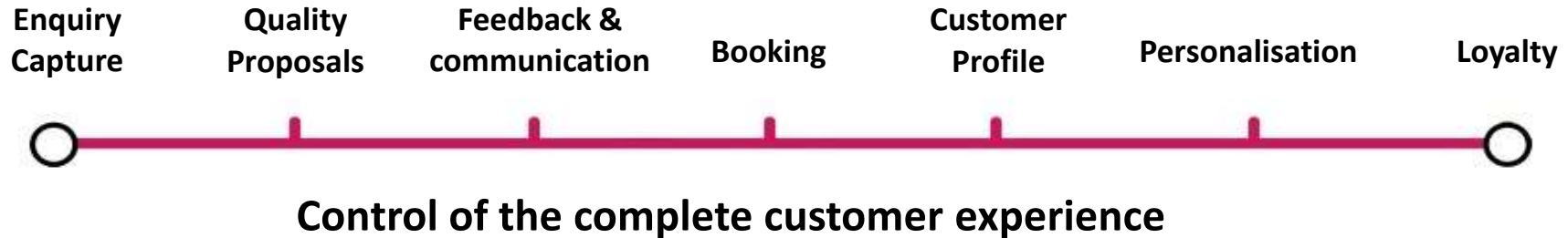
Our chosen technology

A romantic scene of a couple running on a beach at sunset. The man is on the left, wearing a light-colored shirt, and the woman is on the right, wearing a patterned dress. They are both splashing water, and the scene is filled with golden light and lens flares. The text 'trorofile' is overlaid in a teal, lowercase, sans-serif font, and 'LETS GET PERSONAL' is overlaid in a smaller, white, uppercase, sans-serif font below it.

trorofile

LETS GET PERSONAL

What it does – a simple overview



- * Enquiry capture : Perfect enquiry form to enable both simple and complex enquiries to be submitted with optimum details.
- * Quality Proposals : Creation and speedy delivery of high quality proposals.
- * Feedback : Immediate online feedback from customers for each proposal. Move quickly to the next stage...re-quote, refine, book !
- * Booking : arrange call or method of booking
- * Profile : Add all information to profile and encourage customer to expand and add more.
- * Personalisation : delivery of ideas, inspiration and specific proposals based on profile
- * Loyalty : Get the above right and loyalty follows !



What does this do for our customers

About You

08000 111001
internettraveller.tprofile.com

[my account](#) - [messages](#) - [Logout](#)

-  Basics
-  Family
-  Holiday types
-  Board Basis
-  Airports
-  Accommodation
-  Activities
-  Food
-  Special Requirements

Basics

We need to know who you are! Give us the basics and remember to give your full name as it appears on your passport or birth certificate, so we have it for future bookings.

Full Name	Postcode	Gender:
<input type="text" value="Mr Dave Test Best 4"/>	<input type="text" value="so41 9eh"/>	<input type="text" value="Male"/>
Your Email Address	Second/Home number	Any medical conditions that may effect or restrict travel
<input type="text" value="admin@gmail.com"/>	<input type="text" value="441590688828"/>	<input type="text"/>
Your Telephone Number	Date Of Birth:	Occupation
<input type="text" value="078337871712"/>	<input type="text" value="12/01/1967"/>	<input type="text" value="Spaceman"/>
House number or name		
<input type="text" value="house name here"/>		

[Update](#)

What does this do for our customers

Proposals

[my account](#) - [messages](#) - [Logout](#)

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Boston and New York Requote

Last updated: 27/08/2014 09:39:06

A message from

[View Proposal](#)

[Leave Feedback](#)

£1419pp

New York, Las Vegas, San Francisco

Last updated: 29/07/2014 11:11:30

A message from

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

[View Proposal](#)

[Leave Feedback](#)

£2200pp

New York, Miami

Last updated:

A message from

I think the mix of these two locations will be absolutely perfect for what you are looking for. The hustle and bustle of New York with shopping and Restaurants followed by a reall chill and wind down in Miami.

I think you'll love it.

Kerrie

[View Proposal](#)

[Leave Feedback](#)

£2250pp

Online results and personalised proposals.

Here are your results for your personal searches. Online results are immediate and provide you with some initial ideas. In addition your Travel PA will provide you with some personalised proposals which will appear under your 'hand picked' section. With each result you can 'discard', 'love' or keep as 'possible'.

What does this do for our business

New Enquiries

[Logout](#)

08000 111001

sales@theinternettraveller.com

New Enquiries

brand	Last Updated	Destination	Year of Travel	Budget	Name	Status	Assigned	View
intt	12/06/2014 09:44:02	Washington, new york, San Francisco		£1000 pee person	Kerry Gillespie	New Enquiry	Not Yet Assigned	View
intt	12/06/2014 09:33:59	New York, Las Vegas, destination 3		£2000 per couple	Anna Felkner	New Enquiry	Not Yet Assigned	View
intt	12/06/2014 09:16:15	cape town , cape town , cape town		budget	Brian Deadman	New Enquiry	Not Yet Assigned	View
intt	12/06/2014 08:57:35	New York, Las Vegas, destination 3		budget	Laura Bradshaw	New Enquiry	Not Yet Assigned	View
intt	12/06/2014 08:45:24	new york, las vegas, cancun		budget	Daniel Quinn	New Enquiry	Not Yet Assigned	View
intt	12/06/2014 08:41:44	New York, Vegas, destination 3		budget	Liz Plummer	New Enquiry	Not Yet Assigned	View
intt	12/06/2014 08:40:08	Las vegas, Caribbean, destination 3		budget	Deirdre Woodside	New Enquiry	Not Yet Assigned	View
intt	11/06/2014 19:20:47	Las Vegas, mexico or hawaii (beach), destination 3		£3500.00	Rena Peters	New Enquiry	Not Yet Assigned	View
intt	11/06/2014 18:49:38	las vegas, san francisco, destination 3		budget	Sharon Bryant	New Enquiry	Not Yet Assigned	View

What does this do for our business

The screenshot shows the 'Proposals' section of TheInternetTraveller.com. It features a 'Proposed Search' form, a 'Copy Proposal' button, and a 'Customer Feedback' section. Below these are tabs for 'Flight Details', 'Comments', 'Specials', 'Passengers', 'Pricing', 'Itinerary', 'Dates', and 'Accommodation'. The 'Flight Details' section includes fields for 'Leg Type', 'Flight', 'Leg Name', 'Departure', and 'Arrival'. The 'Dates' section includes 'Departure' and 'Return' dates. The 'Itinerary' section includes 'Flight Class' and 'Flight Date'. The 'Other details' section includes a 'Show this leg' button.



The screenshot shows the 'Proposals' section of TheInternetTraveller.com. It features a 'Proposed Search' form, a 'Copy Proposal' button, and a 'Customer Feedback' section. Below these are tabs for 'Flight Details', 'Comments', 'Specials', 'Passengers', 'Pricing', 'Itinerary', 'Dates', and 'Accommodation'. The 'Flight Details' section includes fields for 'Leg Type', 'Flight', 'Leg Name', 'Departure', and 'Arrival'. The 'Dates' section includes 'Departure' and 'Return' dates. The 'Itinerary' section includes 'Flight Class' and 'Flight Date'. The 'Other details' section includes a 'Show this leg' button.

Proposal
my account - messages - Logout

Your Proposal

REVISED Los Angeles, Las Vegas & San Francisco + change

Summary
Hi Stuart,

My apologies, due to the resort fee offer, the hotel is asking for a higher deposit amount, so will need to take £399 per person / £798 total.

Kind Regards
Aeril

Dates
Departure: 24/02/2014
Return: 05/04/2014 - San Francisco

Itinerary

- Heathrow to Los Angeles**
Depart: London Heathrow - 24/02/2014 at 10:30
Arrive: Los Angeles - 24/02/2014 at 15:30
Airline: United Airlines UA555
Flight Class: Economy
- Sheraton Park Anaheim**
Starts: 24/02/2014
Duration: 3 nights
Board: Hotel Room Only
- Los Angeles to Las Vegas**
Depart: Los Angeles - 27/02/2014 at 20:40
Arrive: Las Vegas - 27/02/2014 at 23:30
Airline: United Airlines UA555
Flight Class: Economy
- Monte Carlo Resort**
Starts: 27/02/2014
Duration: 3 nights
Board: Hotel Room Only
- Las Vegas to San Francisco**
Depart: Las Vegas - 30/02/2014 at 17:30
Arrive: San Francisco - 30/02/2014 at 09:30
Airline: United Airlines UA555
Flight Class: Economy
- Handlery SFO**
Starts: 30/02/2014
Duration: 3 nights
Board: Bed & Breakfast
- San Francisco to Heathrow**
Depart: San Francisco - 05/04/2014 at 09:30
Arrive: London Heathrow - 04/04/2014 at 14:30
Airline: United Airlines UA555
Flight Class: Economy

Passengers
Adults: 2

Exclusive Offer
Special Offer: Amount of £399 per person (included in the itinerary)
£399 x 2 Adult (Upgrade in all these destinations)

Price
£399
Price per adult
£798

08000 11001
internettraveller.sgr@tfe.com

Your Accommodation

Sheraton Park Anaheim - Los Angeles

Sheraton Park Anaheim - Los Angeles

Monte Carlo Hotel - Las Vegas

Monte Carlo Hotel - Las Vegas

Handlery Union Square - San Francisco

Handlery Union Square - San Francisco

Feedback on this proposal...

How do you rate this proposal? (0-5) (0=not good, 5=very good) (0=not good, 5=very good) (0=not good, 5=very good)

It is possible to get a later flight out of Heathrow on this date?

£399 x 2 Adult (Upgrade in all these destinations)

Price
£399
Price per adult
£798

What does this do for our business

TheInternetTraveller.com
Flexible Tailor Made Holidays

Dashboard About You Searches Proposals Bookings Messages

Proposal

my account - messages - Logout

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Your Proposal

REVISED Los Angeles, Las Vegas & San Francisco

£1599pp

Summary

Hi Stuart.

My apologies, due to the resort fee offer, the hotel is asking for a higher deposit amount, so will need to take £399 per person / £798 total.


Kind Regards

Avril

Dates




Departure: 24/12/2014 -
Return: 03/01/2015 - San Francisco

Itinerary

 **Heathrow to Los Angeles**
Depart: London Heathrow - 24/12/2014 at 10:30
Arrive: Los Angeles - 24/12/2014 at 13:30
Airline: United Airlines UA935
Flight Class: Economy

Your Accommodation




Sheraton Park Anaheim - Los Angeles



Surrounded by world-famous Disney theme parks, local attractions, shopping, dining and entertainment, Sheraton Park Hotel at the Anaheim Resort is at the heart of the best things to do in Southern California. As a Disneyland family hotel that is perfect for all the family, this hotel offers a comfortable and inviting space for your family's vacation or business trip. While you are here, relax amongst the tropical surroundings while enjoying a host of amenities in one of the 490 well appointed guest rooms.

[Read more...](#)

Monte Carlo Hotel - Las Vegas



This elegant, inviting casino resort, with European flair, enjoys a wonderfully central location on the Las Vegas Strip.

What does this do for our business

Dates

Departure: 24/12/2014 -
Return: 03/01/2015 - San Francisco

Itinerary



Heathrow to Los Angeles

Depart: London Heathrow - 24/12/2014 at 10:30
Arrive: Los Angeles - 24/12/2014 at 13:00
Airline: United Airlines UA955
Flight Class: Economy



Sheraton Park Anaheim

Starting: 24/12/2014
Duration: 3 nights
Board: Hotel Room Only



Los Angeles to Las Vegas

Depart: Los Angeles - 27/12/2014 at 22:40
Arrive: Las Vegas - 27/12/2014 at 23:51
Airline: United Airlines UA535
Flight Class: Economy



Monte Carlo Resort

Starting: 27/12/2014
Duration: 4 nights
Board: Hotel Room Only



Las Vegas to San Francisco

Depart: Las Vegas - 31/12/2014 at 17:50
Arrive: San Francisco - 31/12/2014 at 19:24
Airline: United Airlines UA697
Flight Class: Economy



Handlery SFO

Starting: 31/12/2014
Duration: 3 nights
Board: Bed & Breakfast



San Francisco to Heathrow

Depart: San Francisco - 03/01/2015 at 19:35
Arrive: London Heathrow - 04/01/2015 at 14:05
Airline: United Airlines UA930
Flight Class: Economy

Monte Carlo Hotel - Las Vegas



This elegant, inviting casino resort, with European flair, enjoys a wonderfully central location on the Las Vegas Strip.

This air-conditioned hotel comprises 3,004 rooms that are spread over 32 floors. The inviting lobby offers guests a 24-hour reception desk, a lift, a currency exchange desk, a cloakroom and a safe. In addition, this homely hotel has a cafe, a newspaper stand, a hairdresser's salon, a bar, a nightclub and a theatre. There is also a casino, various restaurants, conference facilities and public Internet access.

[Read more...](#)

Handlery Union Square - San Francisco



This very popular hotel has been beautifully renovated to a very high standard. It affords an unbeatable location less than 1 block from Union Square. Scores of bars, restaurants, nightclubs and links to the public transport network are to be found within 100 m of the hotel. This 8-storey hotel comprises a total of 337 rooms, which includes 36 suites.

Amongst the facilities count a foyer with a 24-hour reception desk, a lift, a safe and a

[Read more...](#)

What does this do for our business

All Customers

Logout

08000 111001

sales@theinternettraveller.com

All Customers

Search Status: -All Status's-

brand	Last Updated	Destination	Year of Travel	Budget	Name	Status	Assigned	View
intt	12/06/2014 11:25:06	NYC, Iceland, destination 3		budget	Nigel Follows	New Enquiry	Lucy Campbell	View
intt	12/06/2014 11:23:14	Ho Chi Minh , Hoi An , Hanoi		2000 per person	Caroline Knight	1st Quote Issued	Alix Ewins	View
intt	12/06/2014 11:07:26	New York, San francisco, Las Vegas		budget	Helen Matthews	Chased	Miley Turner	View
intt	12/06/2014 10:53:14	San Francisco, Las Vegas, destination 3		£1300 per person	Lee Brown	Re-quote issued	Claire Daniels	View
intt	12/06/2014 10:01:51	washington dc, newyork, destination 3		£1,200	maureen Johnston	Booked	Avril Parlour	View
intt	12/06/2014 09:58:15	Las Vegas, Cancun, destination 3		£1700	Martin Turley	1st Quote Issued	Julie Millman	View
intt	11/06/2014 23:08:04	hawaii, vegas, new orleans		2500-3000	john gosden	New Enquiry	Advanced Registrations	View
intt	11/06/2014 21:45:55	New york , iceland, destination 3		budget	Abigail Southan	Re-quote issued	Lucy Campbell	View
intt	11/06/2014 19:36:34	Route 66, destination 2, destination 3		budget	John Shaughnessy	Re-quote issued	Avril Parlour	View
intt	11/06/2014 16:06:21	New York, Las Vegas, destination 3		£1200-£1300	Chris Bassou	1st Quote Issued	Lucy Campbell	View
intt	11/06/2014 16:00:00	vancouver and rocky mountaineer train to jasper, buffet dinner, transport including minibus for 2		2500-3000	odhaji kanzaria	New Enquiry	Lucy Campbell	View

What does this do for our business



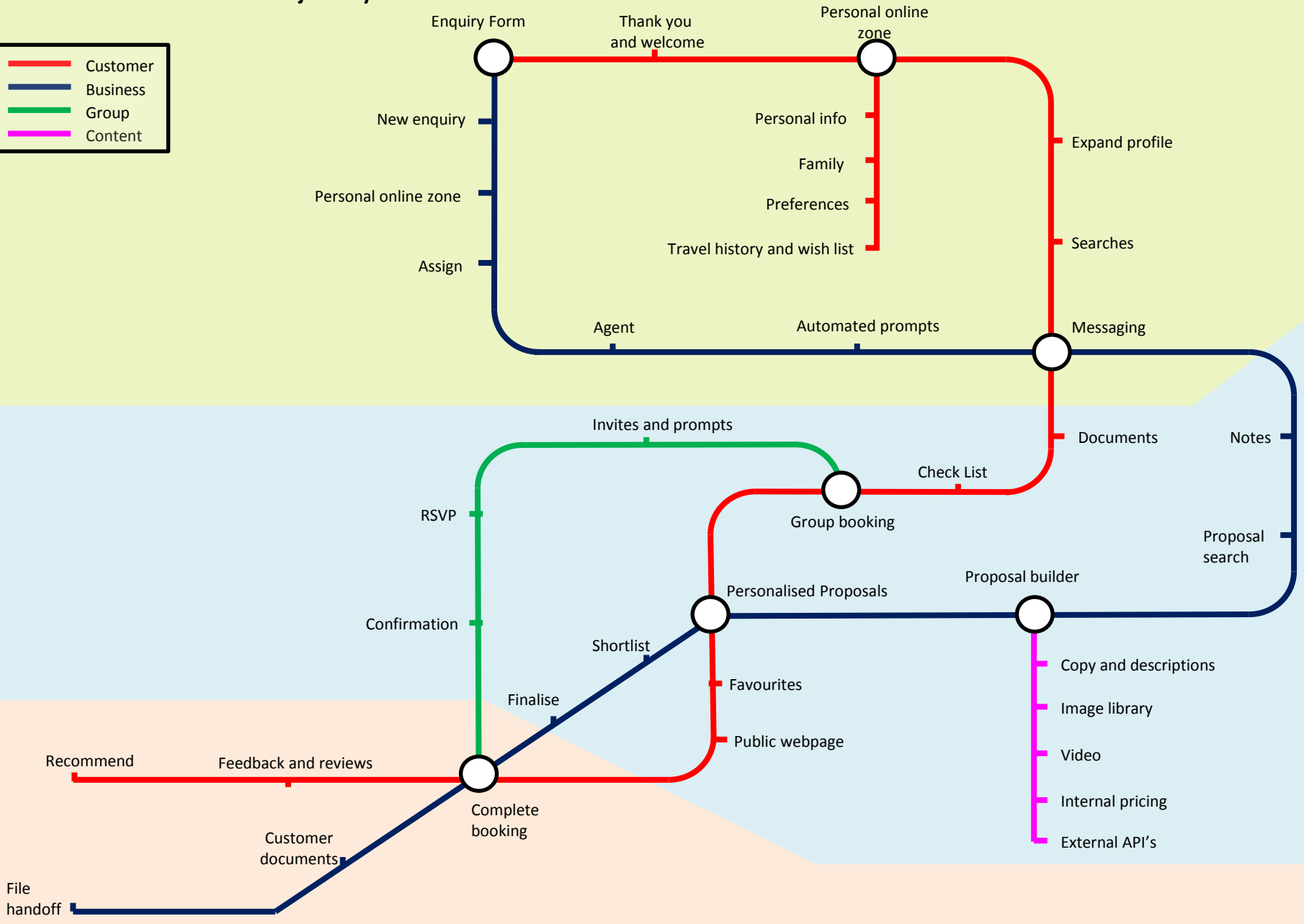
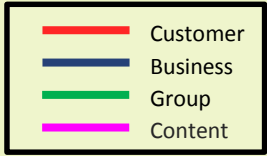
Specific date:

View Tasks

Today's Tasks - [Add Task](#)

Task title	Task description	Target	Assigned to	
Beverley Whild - Direct Link	Did customer reply back	19/09/2014 00:00:00	kerrie O'Sullivan	<input checked="" type="checkbox"/> <input type="checkbox"/> Edit
Check feedback - Direct Link	has left feedback on a proposal	18/09/2014 00:00:00	Avril Parlour	<input checked="" type="checkbox"/> <input type="checkbox"/> Edit
Reply to customer - Direct Link	You have been sent a message by Emma Lynch	18/09/2014 00:00:00	Avril Parlour	<input checked="" type="checkbox"/> <input type="checkbox"/> Edit
Reply to customer - Direct Link	You have been sent a message by Emma Seager	18/09/2014 00:00:00	Sophie Grylls	<input checked="" type="checkbox"/> <input type="checkbox"/> Edit
Reply to customer - Direct Link	You have been sent a message by Marc Graham	18/09/2014 00:00:00	Claire Daniels	<input checked="" type="checkbox"/> <input type="checkbox"/> Edit
Check feedback - Direct Link	has left feedback on a proposal	18/09/2014 00:00:00	Natasha Eshghipour	<input checked="" type="checkbox"/> <input type="checkbox"/> Edit
Reply to customer - Direct Link	You have been sent a message by Amy Millns	18/09/2014 00:00:00	Natasha Eshghipour	<input checked="" type="checkbox"/> <input type="checkbox"/> Edit

Tprofile in Travel : the schematic journey



What's next ?

The screenshot displays a travel website interface with a dark background. At the top, there is a navigation bar with links for "About us", "Holiday Inspiration", and "Your Travel Zone". Below this is a large, vibrant landscape image of a desert canyon. The main heading reads "Travel inspiration, personal for you!". A sub-heading states: "We know how hard it is to find your perfect holiday inspiration so based on what we know about you... here is some personal picks which have your name all over them! Enjoy... :)"

Below the text is a "Your specifics" section with a horizontal menu containing: "Who to visit with", "How long to go for", "Budget of", and "What to do, eat, drink, see, and experience". To the right of this menu is a link that says "EDIT SPECIFICS +".

The first recommendation section is titled "Activity holidays perfect for you" and features five cards. Each card has a scenic image and a title: "New York foodie heaven", "India foodie heaven", "Paris foodie heaven", "Iceland foodie heaven", and "Rome foodie heaven". Each card also includes a price range and a "VIEW MORE +" link.

The second recommendation section is titled "Adventure holidays perfect for you" and features five cards with titles: "Italy towns", "Montenegro towns", "Luzerne towns", "Portugal towns", and "Borneo foodie heaven". Each card includes a price range and a "VIEW MORE +" link.

The third recommendation section is titled "Culture holidays perfect for you" and features five cards with titles: "New York foodie heaven", "India foodie heaven", "Paris foodie heaven", "Iceland foodie heaven", and "Rome foodie heaven". Each card includes a price range and a "VIEW MORE +" link.

At the bottom of the page, there is a section titled "See more picks perfect for you..." followed by a horizontal menu of category buttons: "CULTURE", "SUNSETS", "WILDLIFE", "NATURE", "SPORT", "BUDGET", "CITY", "ART", and "RELAXATION".

What does this do for our customers

About You

08000 111001
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[my account](#) - [messages](#) - [Logout](#)

-  Basics
-  Family
-  Holiday types
-  Board Basis
-  Airports
-  Accommodation
-  Activities
-  Food
-  Special Requirements

Basics

We need to know who you are! Give us the basics and remember to give your full name as it appears on your passport or birth certificate, so we have it for future bookings.

Full Name <input type="text" value="Mr Dave Test Best 4"/>	Postcode <input type="text" value="so41 9eh"/>	Gender: <input type="text" value="Male"/>
Your Email Address <input type="text" value="admin@gmail.com"/>	Second/Home number <input type="text" value="441590688828"/>	Any medical conditions that may effect or restrict travel <input type="text"/>
Your Telephone Number <input type="text" value="078337871712"/>	Date Of Birth: <input type="text" value="12/01/1967"/>	Occupation <input type="text" value="Spaceman"/>
House number or name <input type="text" value="house name here"/>		

[Update](#)

Getting to know the Customer

Thank You