



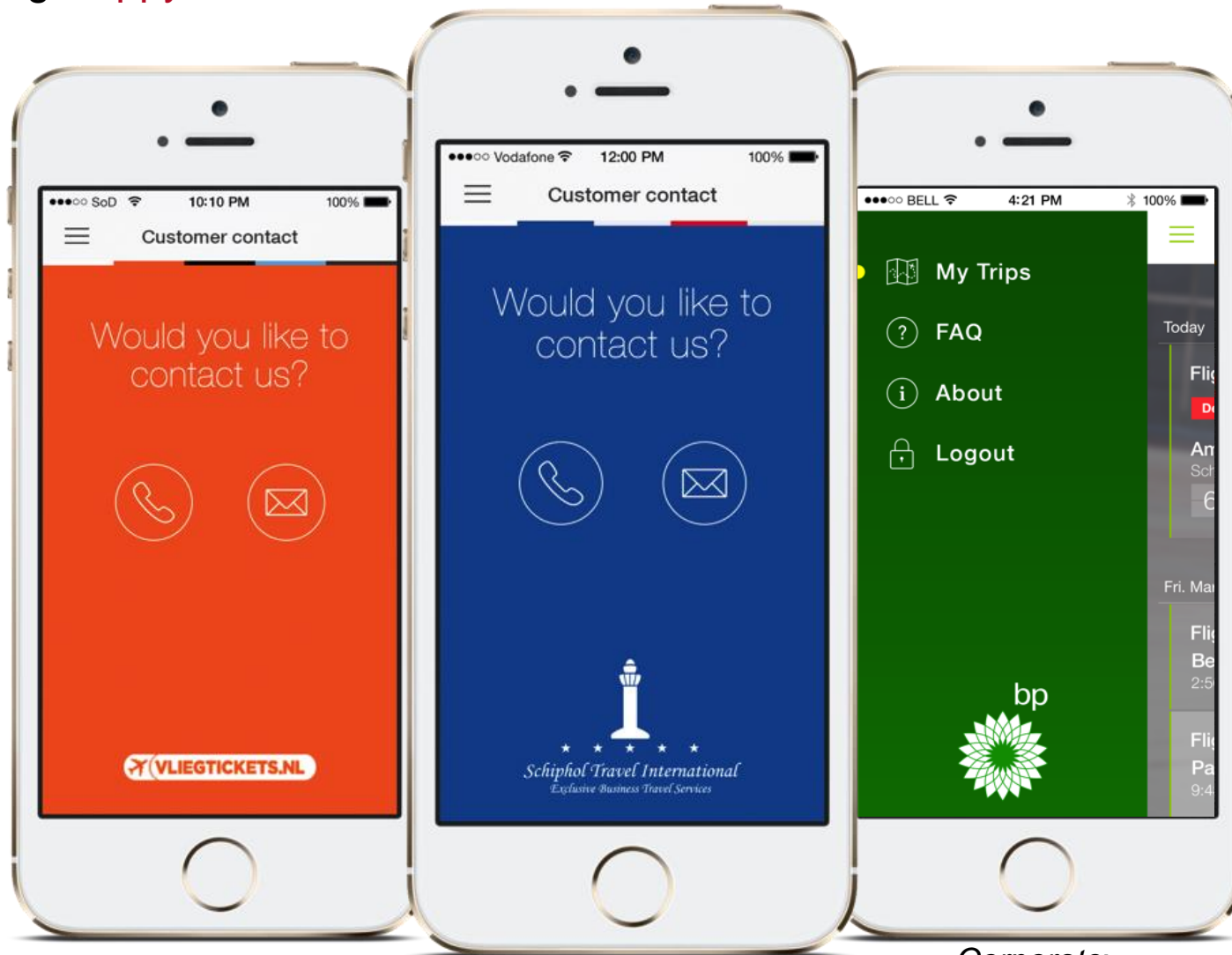
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(Mobile) Traveler Happiness

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London, March 17th 2015

Creating Happy Travelers



Consumers Leisure:
Online Travel Agencies
OTA's

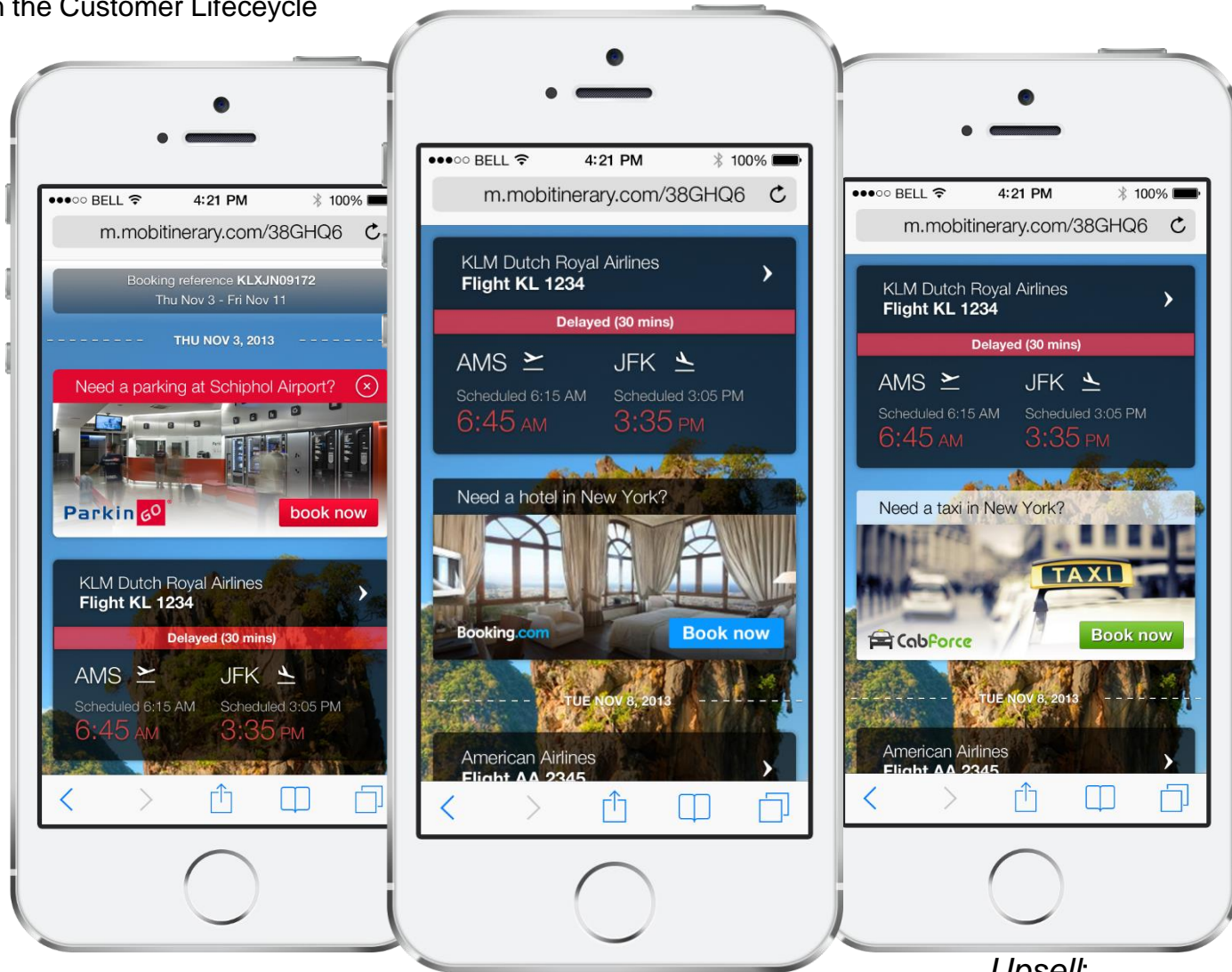
Business:
Travel Management
Companies
TMC's

Corporate:
Large Fortune 500
Corporate


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Own the travel cycle – Increase service & post booking spending intent

Lengthen the Customer Lifecycle



Future Upsell
Non GDS
Parking & Airport

Upsell:
Using Hotel & Car
Hotel, Car

Upsell:
Supplier details
In trip Ancillaries


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Nobody cares for the traveler

No one owns the entire door-to-door trip experience



It's a **sil**o treatment

Every supplier owns a piece of the puzzle



Distribution Diffusion

Information is ubiquitous | Move from Transaction to Relation





*It's not about the
booking*

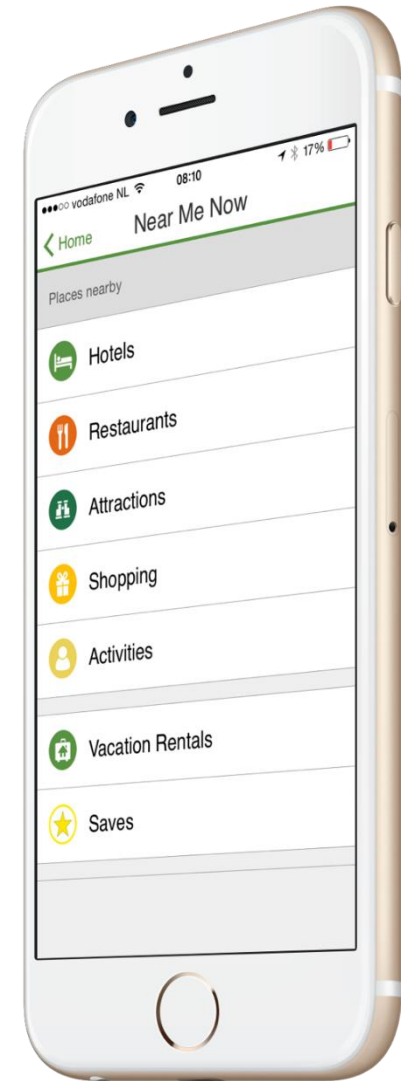
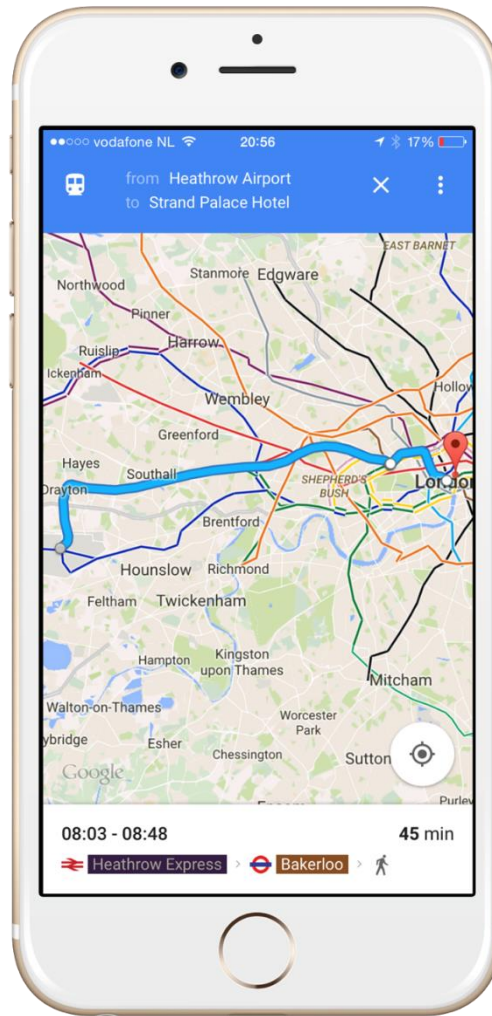
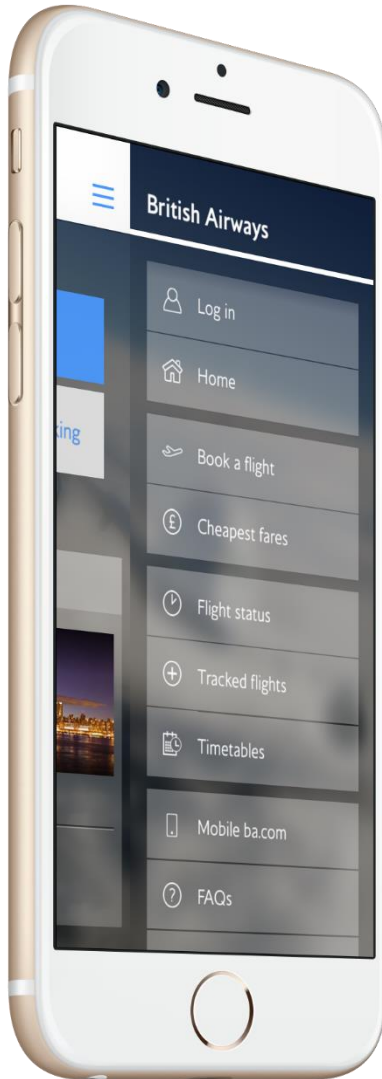
Moving from saving to spending mode

Fish where the fishes are



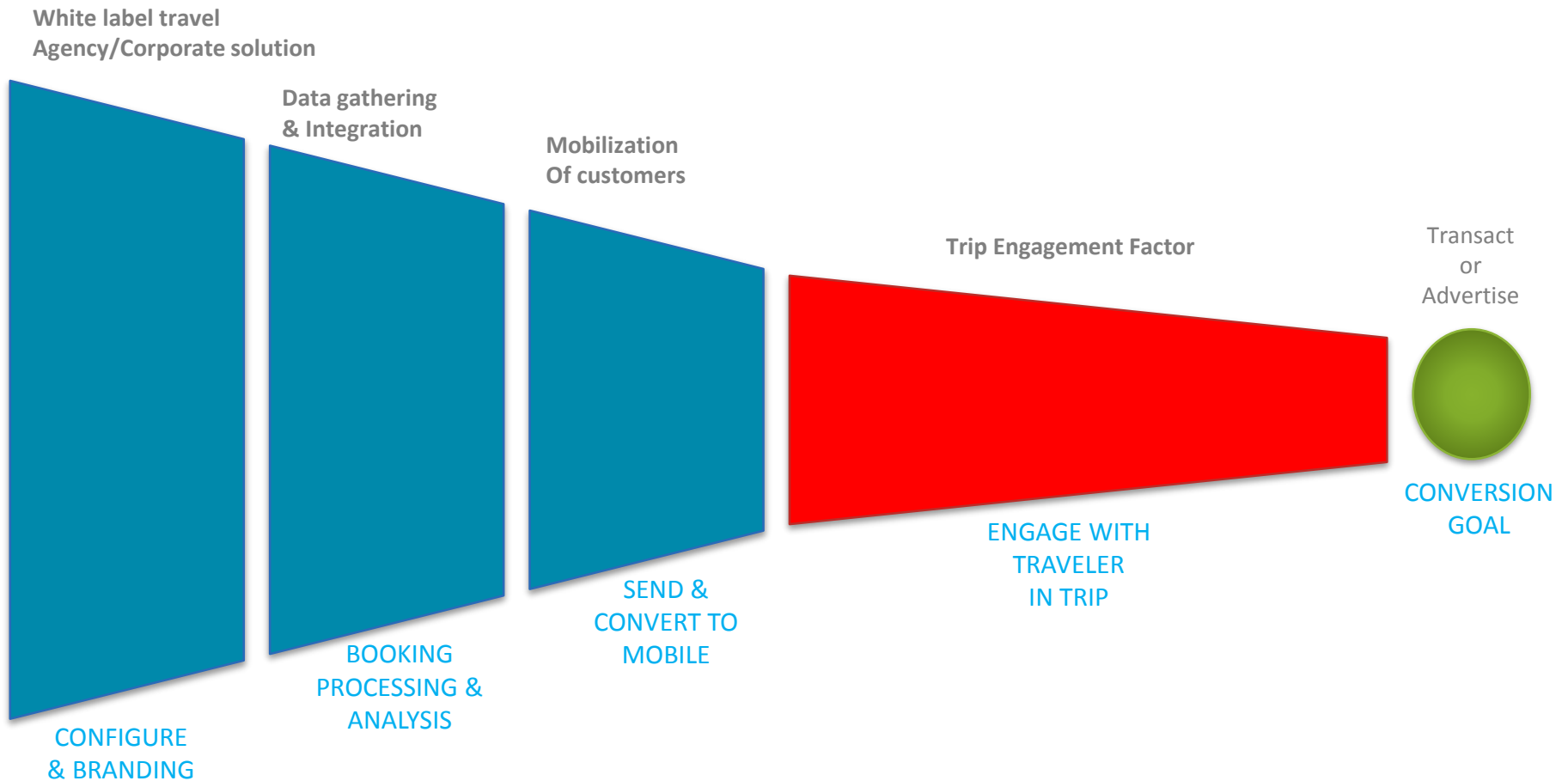
The **only** way to **interact** with your **customer** while he's enjoying your product (i.e. traveling) is using a **mobile device**.

Who's talking to **your customers** now..



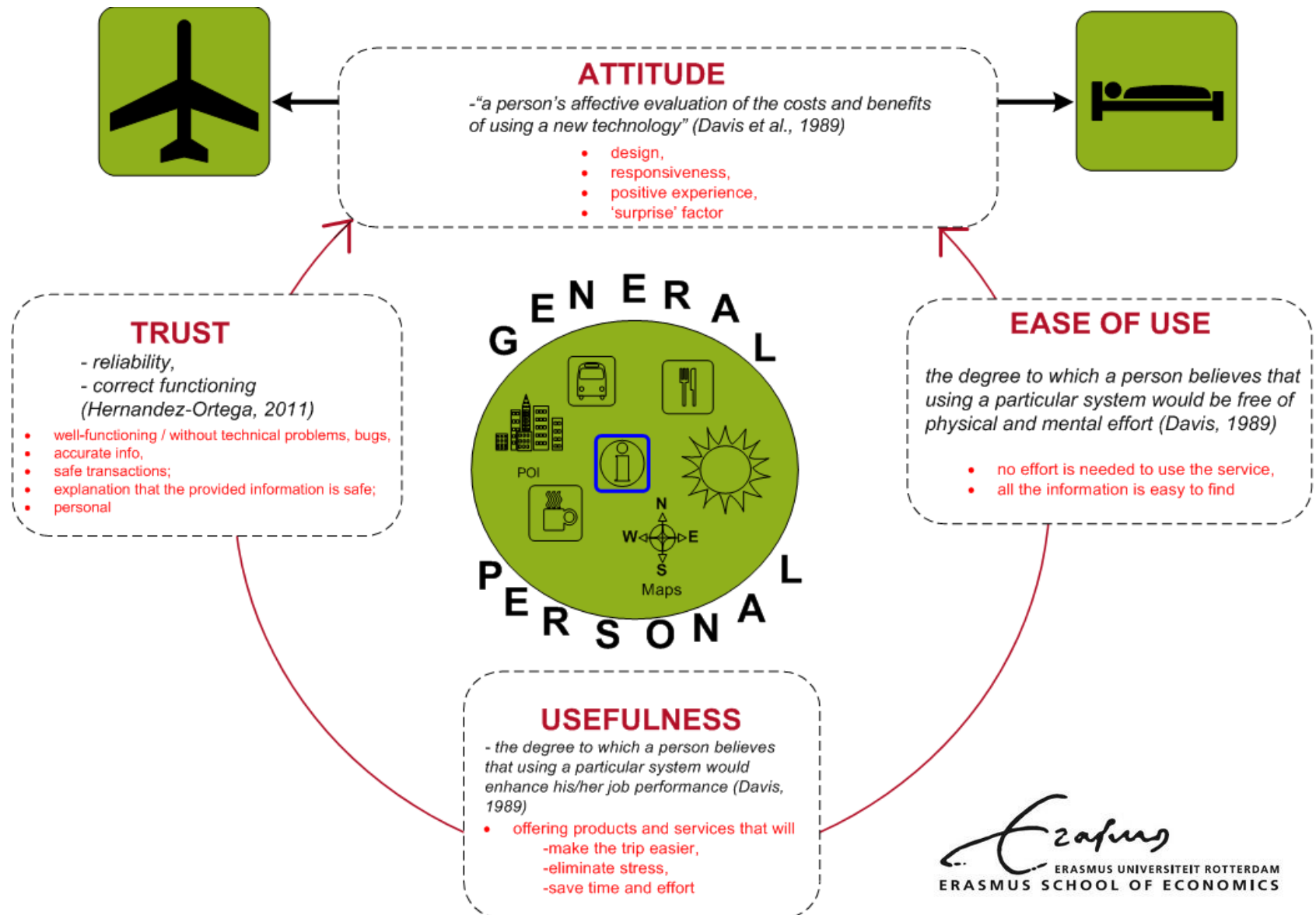
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Business model thinking for mobile travel



The red black box: **Engagement** Factor

Measure why and how customers engage



No app is better than a lousy app

Great UX, Personal & Relevant



It's about the **User Experience**

Here's your benchmark



U B E R



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Spoiler: Show you Care & Understand

How do you fix that in a transactional business

**GIVE MORE
THAN YOU TAKE**



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Questions?

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