



# TTI.

Let's get emotional!

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About us.



**Inspiretec**  
Customer-first technology

↑ Reception  
on first floor.

4 became 1.

A cohesive, unified business  
with its own identify & culture.





**12**

Countries.

**£3.0bn**

Bookings pa.

**3m**

Passengers pa.

**28**

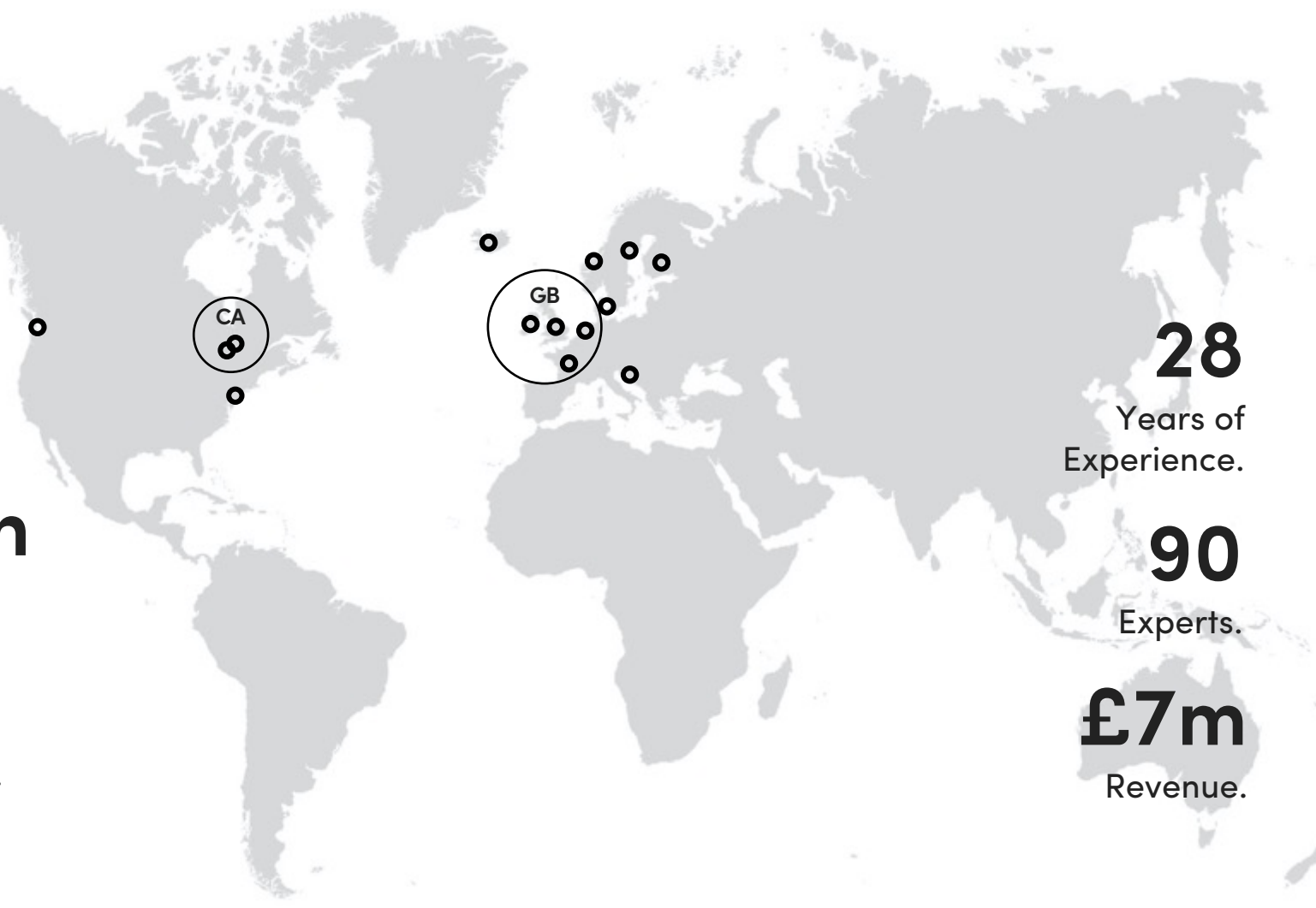
Years of  
Experience.

**90**

Experts.

**£7m**

Revenue.







Emotions.



# Emotion.

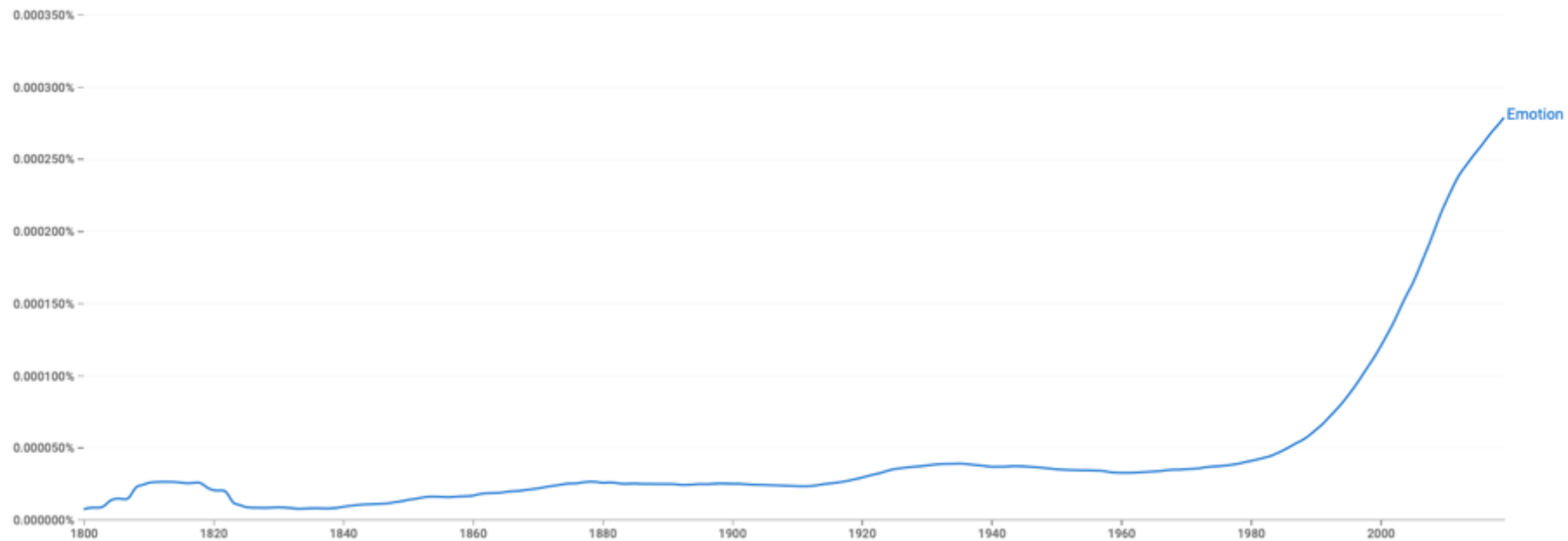
## Noun.

A strong feeling deriving from one's circumstances, mood or relationships with others.

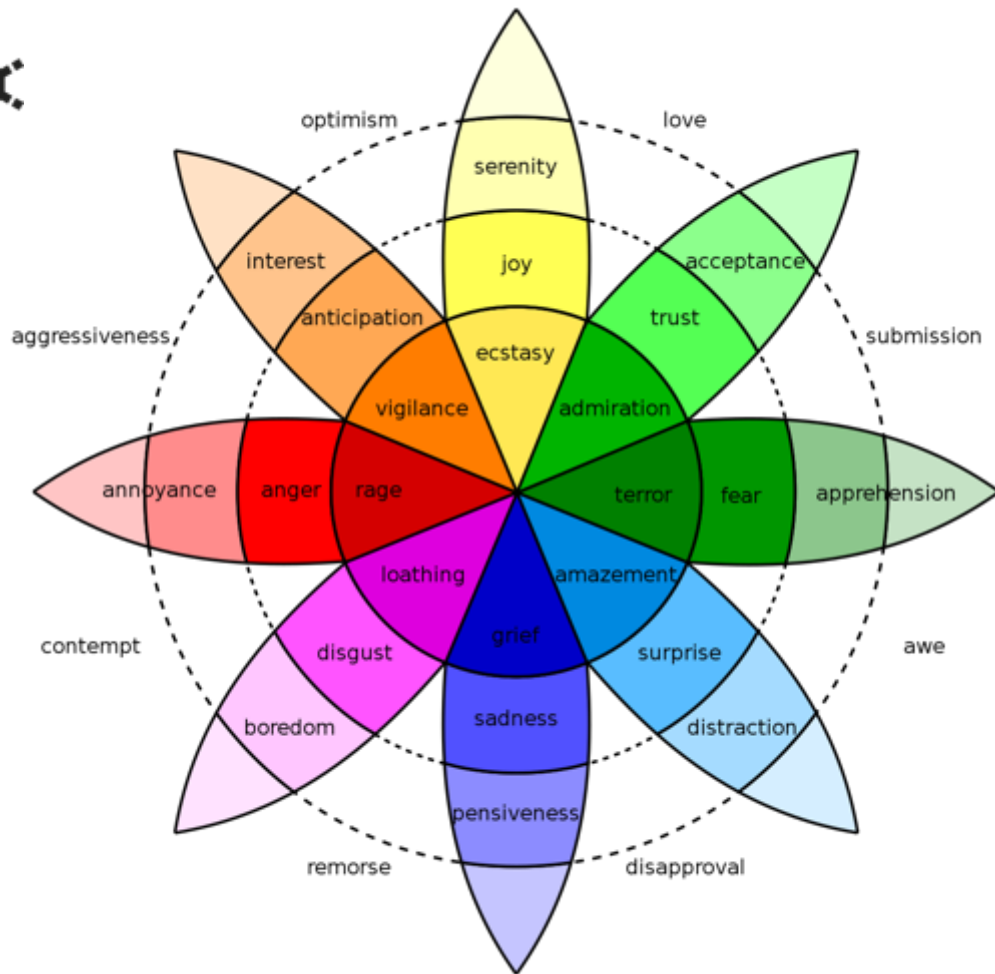
*'she was attempting to control her emotions'*

From French *émotion*, from *émouvoir* 'excite', based on Latin *emovere*, from e- (variant of ex-) 'out' + *movere* 'move'.

"The customer was so excited that they were moved to place a booking straight away!"







Joy.



Trust.



Fear.



Surprise.



Sadness.



Disgust.



Anger.



Anticipation.



Joy.

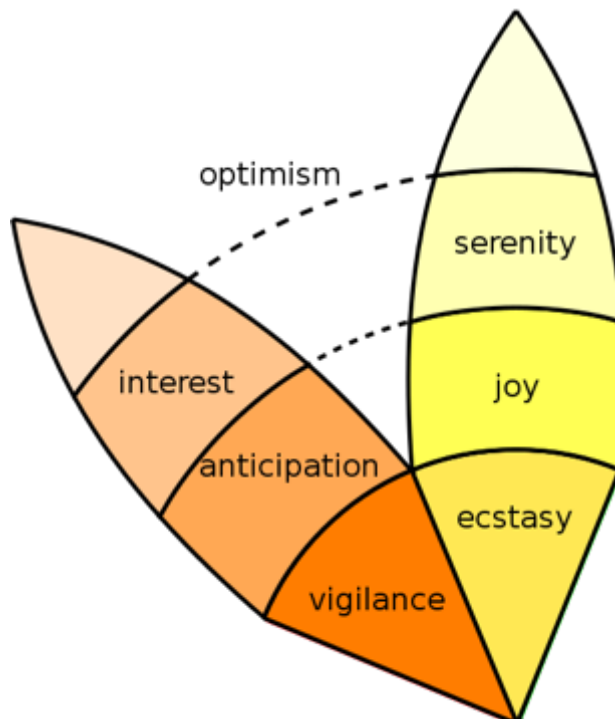
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Anticipation.

=

Optimism.





Anger.

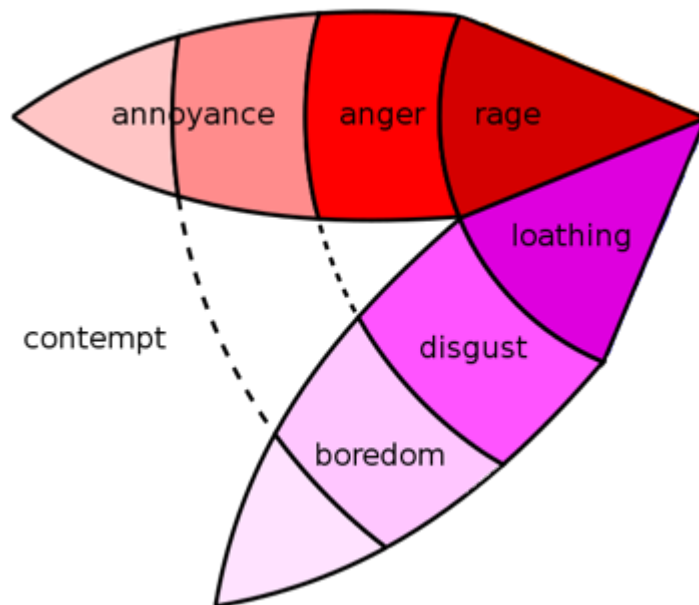
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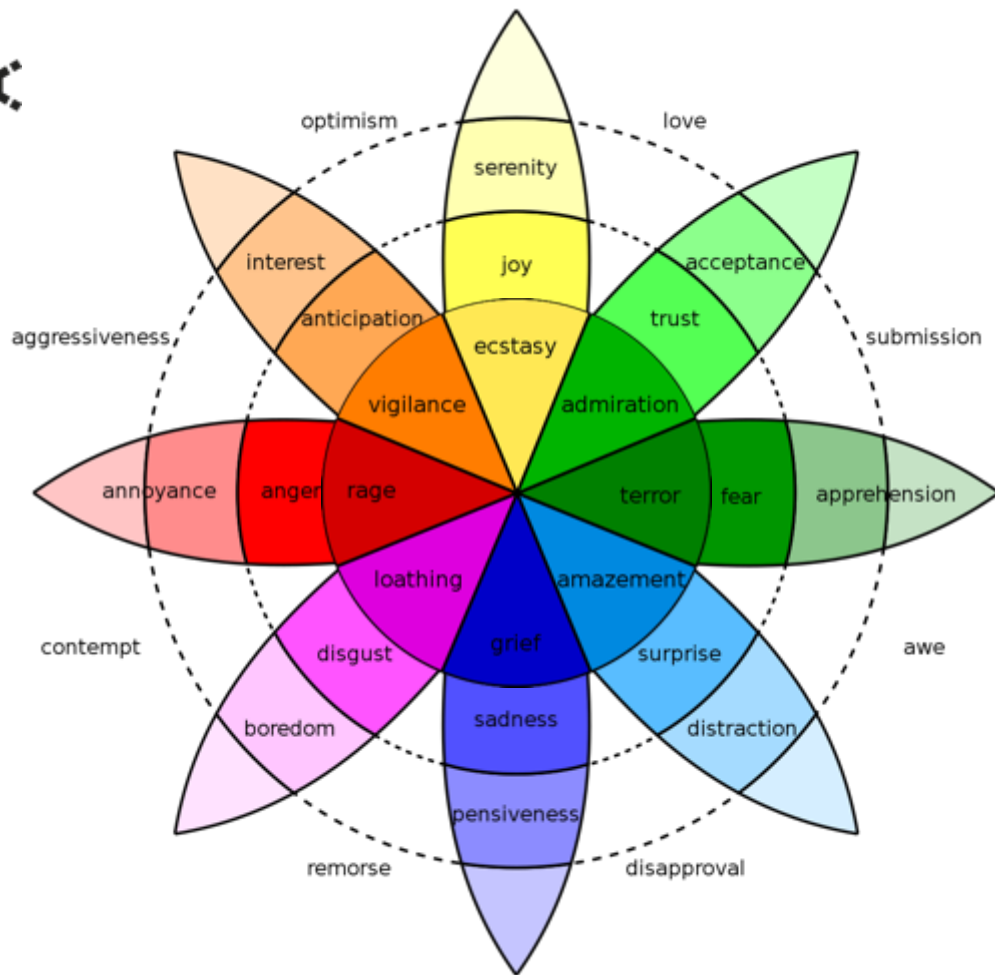


Disgust.

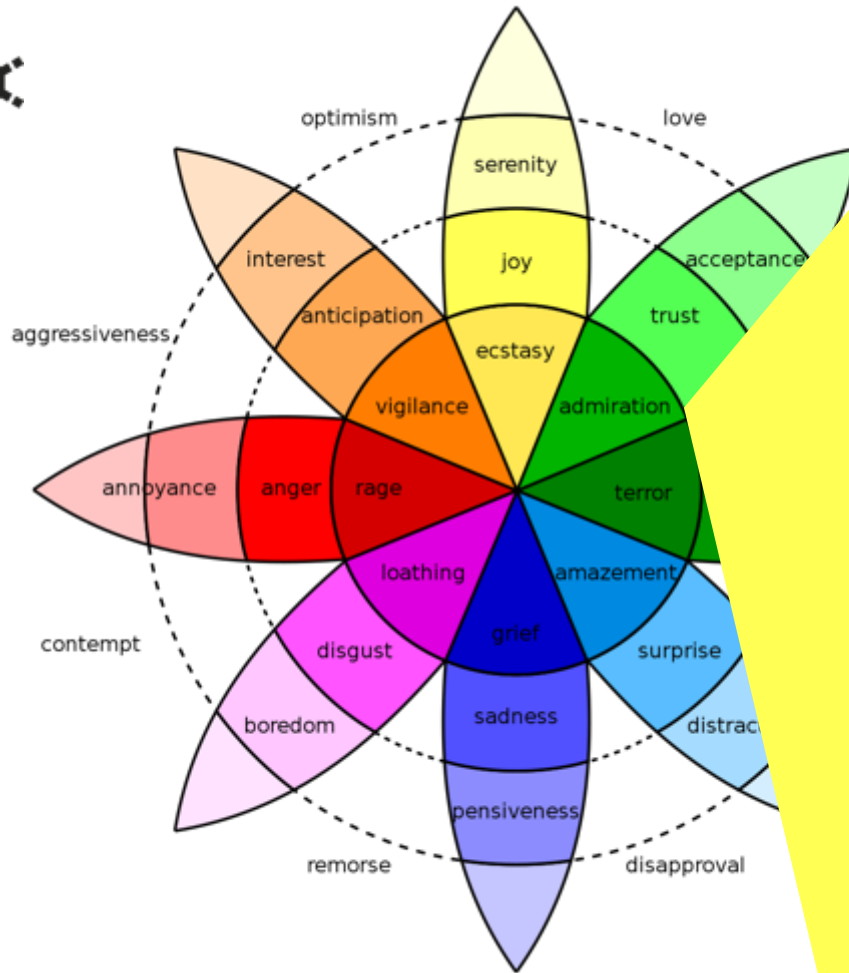
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Contempt.





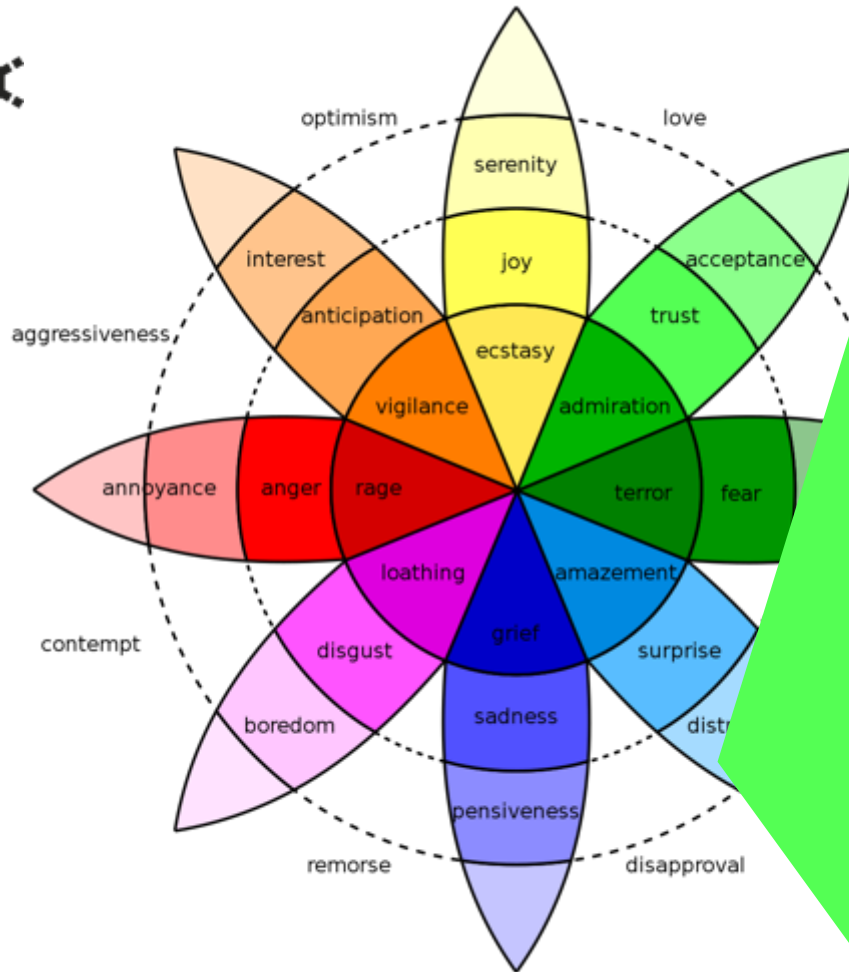
- Joy.
- Trust.
- Fear.
- Surprise.
- Anger.
- Anticipation.



# Joy.

## Getting the customer in the zone.

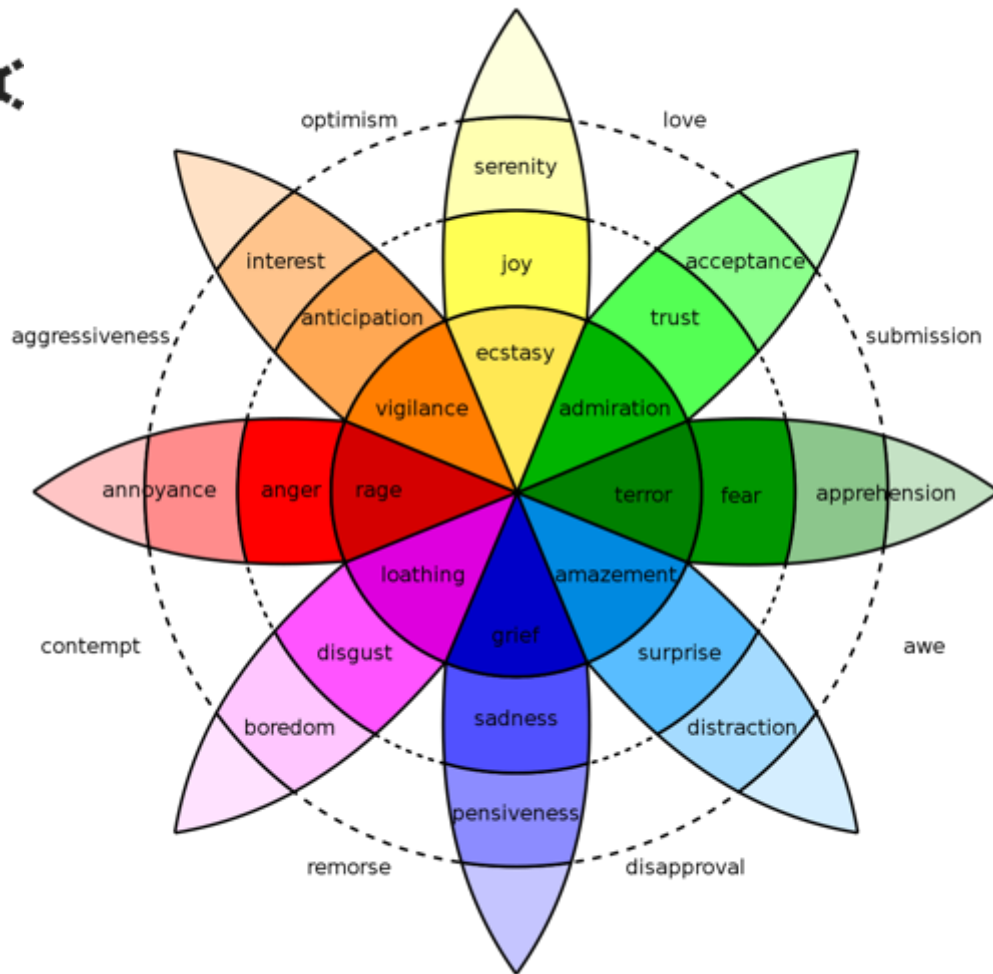
- Use data to understand what they like and show them more of it
- Make what they like easier to find (don't make me think!)
- Make your processes frictionless
- Allow customers to engage with you as they wish – embrace the omni channel!
- Build anticipation and trust – pre-departure, in resort, return home



# Trust.

Gaining trust is the key to loyalty.

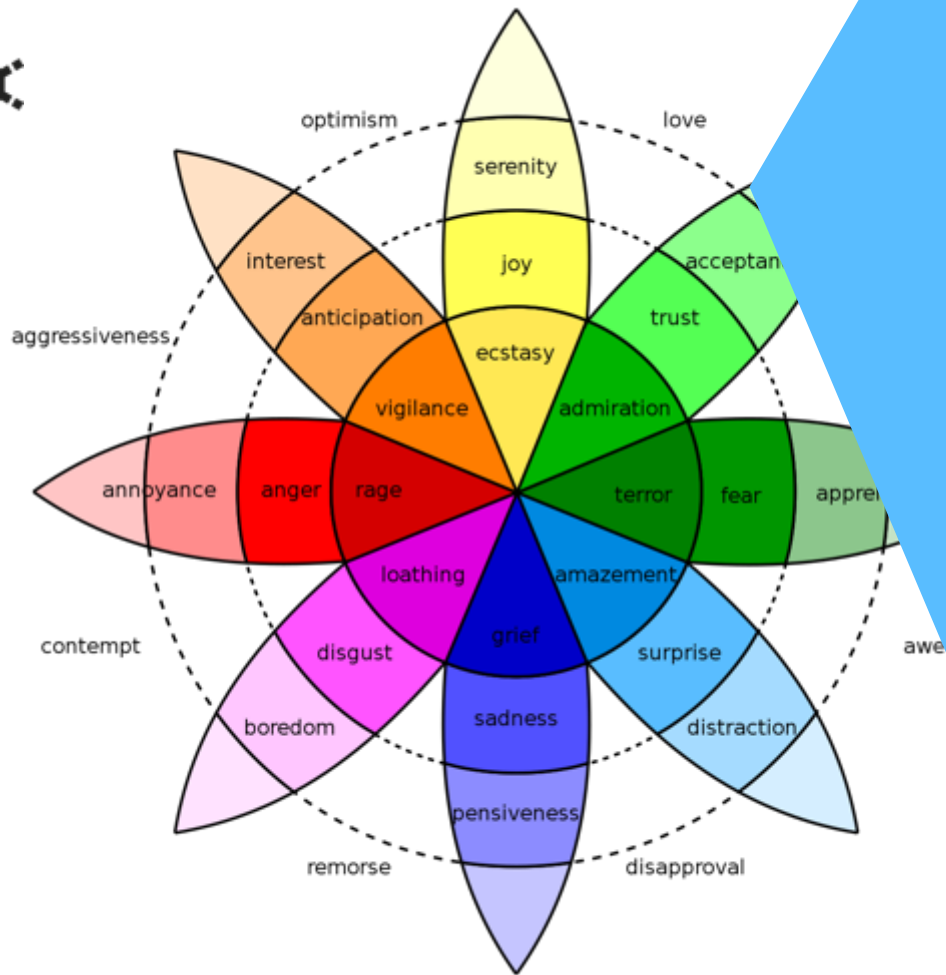
- Give live pricing rather than 'from' pricing
- Counter negative experiences of dynamic pricing, hidden charges, fees etc.
- Offer clarity on deposit, cancellation & refund policies
- Use technology to improve human interaction - not replace it!



# Fear.

Put their minds at ease.

- Harness the power of brand advocates – customer testimony
- Embrace real reviews
- Remove financial fear – clarity on refunds, charges, deposits etc.
- Know your customer!
- Diversify your product

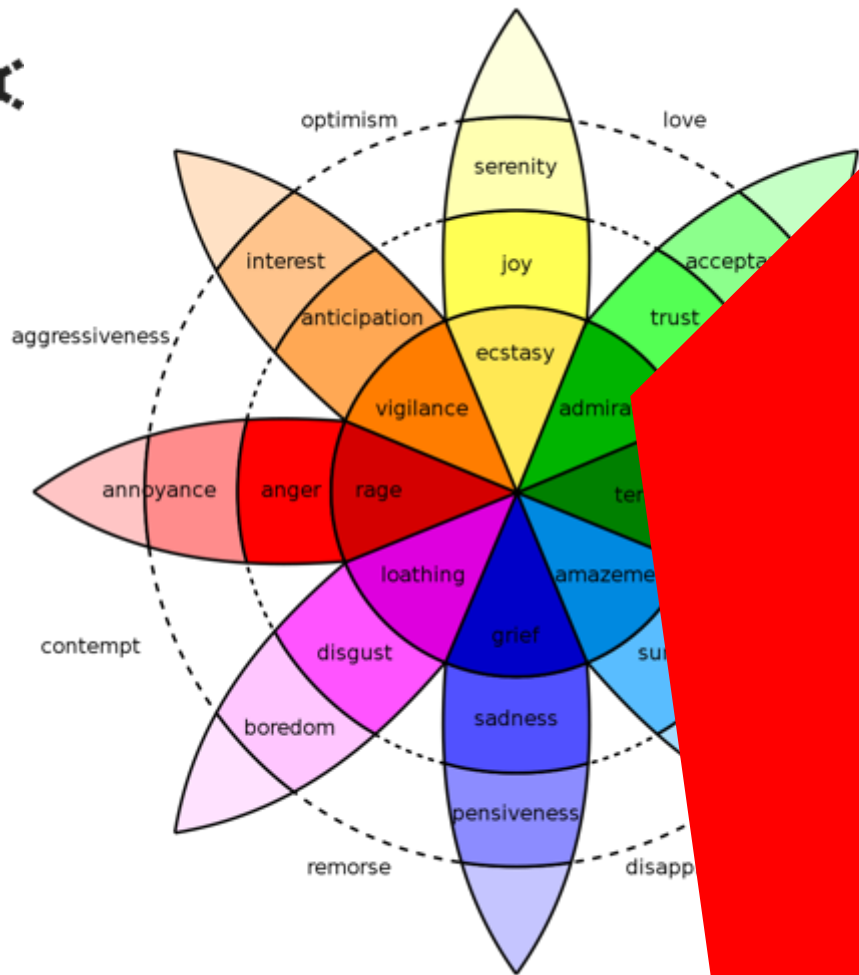


# Surprise.

Give something unexpected back.

- Delight marketing gives customers unexpected rewards
- Personalise your service touch points
- Add the human touch where you can
- Go the extra ten miles (the extra mile is expected really)

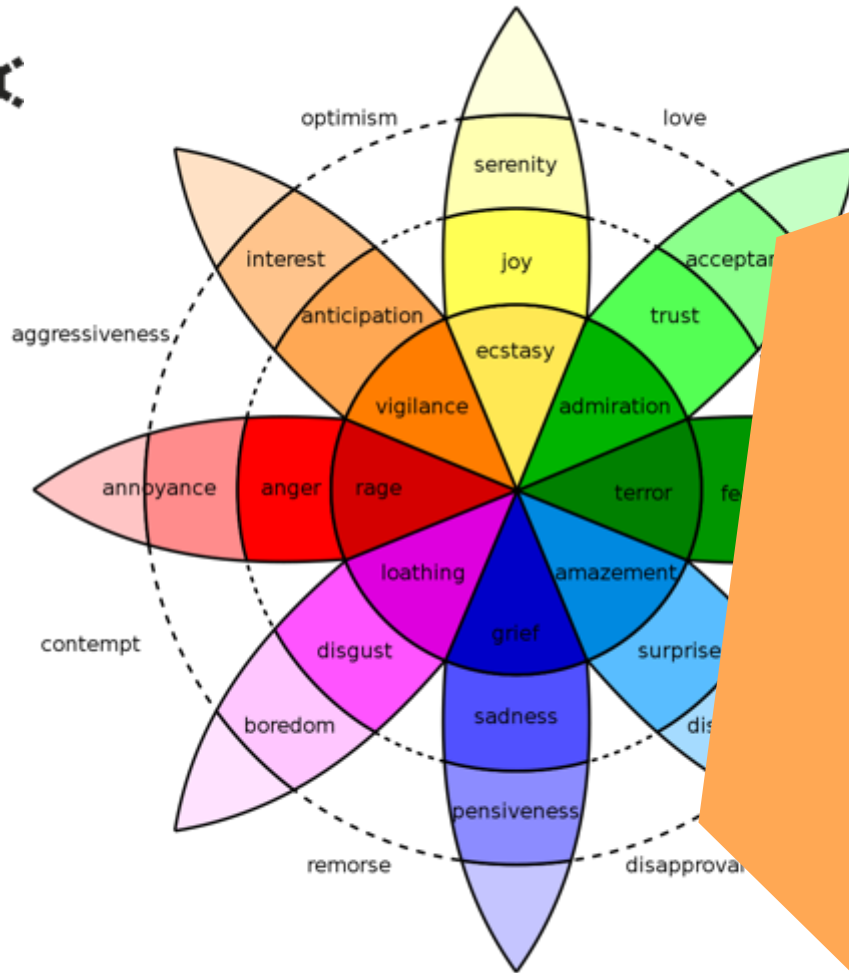




# Anger.

Think like a customer service business not a travel business.

- Know your customer – don't ask them to repeat information.
- Fix systemic problems – analyse the data and spot the patterns.
- Give the customer self service channels
- Address the issue before it intensifies



# Anticipation

The anticipation should never stop.

- Plan for the full life cycle – enquiry through to the next booking.
- Use all channels, but use the sensitively and wisely
- Personalise everything – never be generic.
- Allow the customer to self service themselves silly!



Technology.



# Reservations

By Inspiretec

Best of breed reservations platform.

- Deliver powerful self-service channels
- Become omni channel (web, app, call centre and retail)
- Deliver frictionless booking experience
- Drive Realtime availability & pricing
- Achieve transparency on deposits, refunds errata etc.
- Quickly diversify your product offering



CRM  
By Inspiretec

## Single customer view.

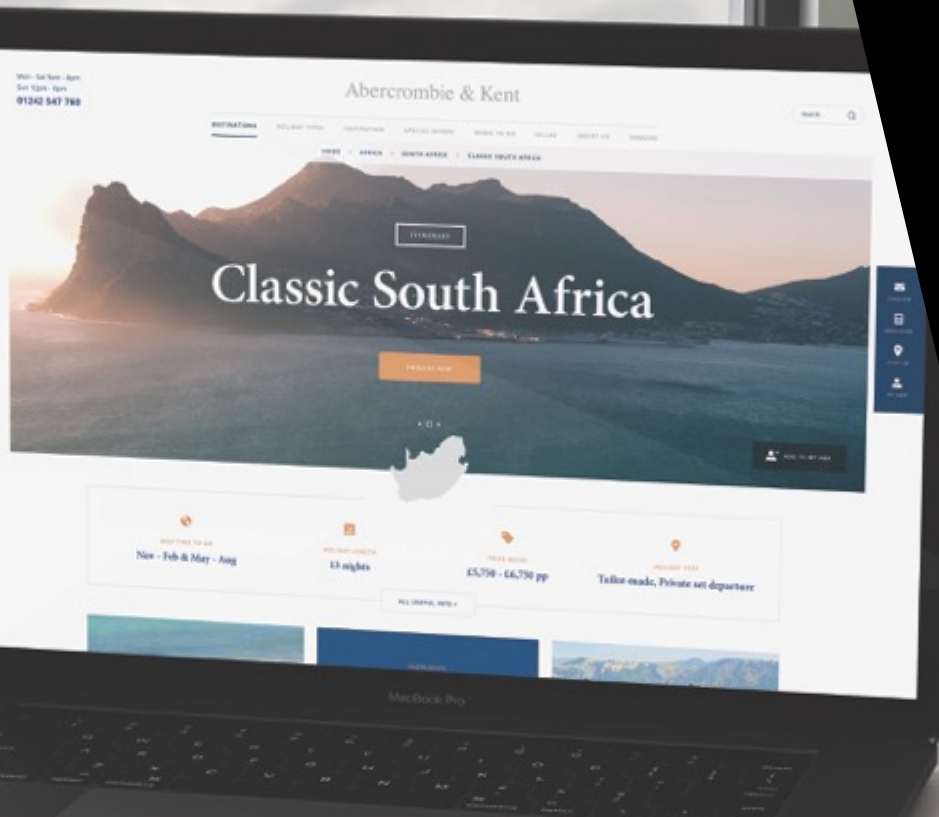
- Bring together ALL customer data into a single customer view
- Integrate the good with the bad
- Empower agents and online channels to personalise their customer touch
- Use workflows to automate contact where possible
- Build in SLAs to maintain CX experience



Agency  
By Inspiretec

Integrated, in-house digital agency.

- Don't skimp on the shop window
- Understand your market 'channel shift'
- Balance 'form and function'
- Invest in real world user testing
- Use customer feedback to drive change
- Build out the frictionless booking experience
- Empower your customer with self service
- Link online behaviour to offline channels







# Thank you!.

Questions & answers.

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