



Back to Normal? The Role of Technology

How can Technology Support the Travel Industry as it comes out of the pandemic

Meet: Jon Pickles, COO at Kaptio Travel





Agenda

The Role of Technology



- Workforce Transformation
- Impact on Digital Transformation plans
- Emerging Trends and traveller behaviour
- Work from Everywhere
- Omnichannel
- How Technology can support the new normal
- How Kaptio supports the new normal
- Questions

Customer Experience & Workforce Transformation



Pre COVID-19

Technology executives were focused on operational efficiency, customer engagement and developing new products and services.

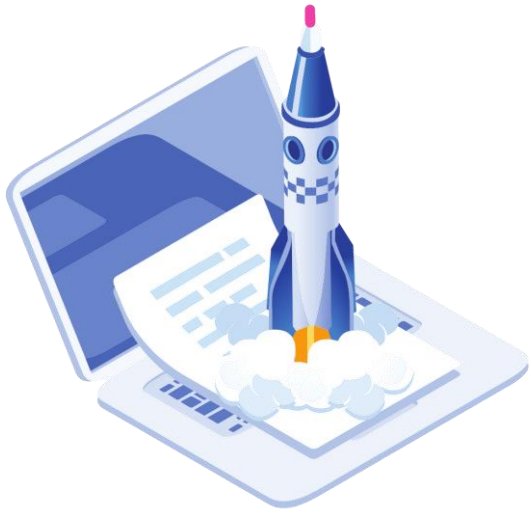
Post COVID-19

This has changed now to include a focus on workforce enablement and accelerate their digital transformation



Post COVID-19

- Changes to working practices (Home working/wfe)
- Forced change on how people work together
- Re-evaluation of technology stacks
- Refinement of processes
- Ability to communicate on any channel (social, email, voice)



47% of CIOs say the pandemic has permanently accelerated digital transformation & the adoption of emergent technologies.

Emerging trends and traveller behaviours



- Focus on more trip planning
- 7.1 bn people living in countries with travel restrictions
- After Portugal added to **green list** saw increase in bookings in excess to 500%
- 49% people surveyed feel that the situation is improving
- **Ever changing landscape: Portugal no longer GREEN**





Work from Everywhere



*In 2021, at least **21%** of US information workers will work primarily from home, compared with 7% in 2019.*

Forrester Research Inc.

- Accessible from anywhere
- More integrated on one single platform
- Secure customer details for personalised conversations
- Remote teams can collaborate within a booking or customer record
- Blend travel with working (Workcation)
- Use Omnichannel to communicate with customers

= Better work life balance - more engaged employees

Omnichannel Support

Connecting all the Channels



- The average consumer engages across 10 different channels with a brand and 10 different channels with a company. How do you deliver the right info on the right channel?
- Customers need reassurance and will have many questions supporting a higher touch selling process
- Ability to communicate with all customers **on their terms** across Social, Email, Chat and Voice - and in real time
- AI Chatbots to answer FAQ

How travel technology can support the industry



- Travel 2.0 (or is it 3.0)
- Accelerate Digital Transformation
- New way of working (no longer all in office)
- Communication & collaboration between teams
- Access/Always on SaaS model
- Simplified user journey - one single platform easy to access
- Higher touch sales process
- Using Digital Engagement to communicate with customers in real time



Workforce Enablement

Work from Everywhere



How Kaptio supports the new normal

- Cloud based so working from everywhere
- Based on Salesforce KTP provides a collaborative solution
- Chat for employees to communicate within and between teams
- Integrated Single Solution
- More customer information where it's needed
- SaaS Cloud-based work from everywhere
- Using **Salesforce add-ons** such as Digital Engagement to connect with customers



Questions

The Role of Technology

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