



**Genesys**  
the travel technology consultancy  
[www.genesys.net](http://www.genesys.net)

# Online Update 2010

Paul Richer

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**Genesys – The Travel Technology Consultancy**  
[www.genesys.net](http://www.genesys.net)

# Today's Topics

- Social media
- Mobile
- ... but don't forget the web and email

# Social Media

Is Social Media a Fad?

designed and produced by Karl Fisch and Scott McLeod of XPLANE



2010 - Facebook and  
Twitter come of age as  
viable business tools

# House of Travel – Mix and Matcher

facebook Search

**contiki**  
HOLIDAYS for 18-35's

HOUSE OF TRAVEL

### SPIN THE MIXANDMATCHER FOR YOUR CHANCE TO WIN!

A SELECTION OF AWESOME CONTIKI PRIZE PACKS UP FOR GRABS!  
SPIN AS MANY TIMES AS YOU LIKE, BUT YOU CAN ONLY ENTER 3 TIMES PER DAY.  
PRIZE WINNER AND THEIR TRAVEL COMPANION MUST BE AGED BETWEEN 18 AND 35 YEARS OLD.

THE FRIEND	THE BONUS PRIZE	THE TOUR
 VAL HYAMS	 <b>A PAIR OF JANDALS</b> A Pair of Jandals each so you can stay cool in hotter climates	 <b>YOU CHOOSE!</b>

**SPIN** **ENTER THE DRAW WITH THIS COMBINATION**

Can't wait for the draw? [Click here to check out more great tours at www.contiki.co.nz](#)

**Prize winner and their travel companion must be aged between 18 and 35 years old.**  
All entrants and friends must be resident in NZ to enter this competition.  
All flights must originate from the specified NZ airports.  
Competition closes midnight November 7th 2010.  
[Terms and Conditions](#) · [Privacy Policy](#)

# House of Travel – Mix and Matcher



mixandmatcher

**Gladeye** and Zed Digital have been handed joint winner accolades for the second quarter round of Yahoo!Xtra's Digital Strategy Award for the House of Travel's **mixandmatcher**

**Facebook app**, a campaign

that gained 17,000 Facebook friends, 279,613 entries, half a million wall posts, 50,000 comments and thousands of comments posted directly onto the brand's page.



HOUSE OF TRAVEL  
Powered by People

Suggest to Friends

At House of Travel we believe that choice gives our customers the best value travel experiences. That's why at [houseoftravel.co.nz](http://houseoftravel.co.nz) you can compare all the airlines & all the deals in one place, & choose different airlines to get you there & back.

#### Information

Founded:  
1987

#### 4,737 People Like This



Jo Dearsley



Stephanie Cox



Natalie Kennerley



Louise Pimentel



Linda Chun



Diana Stowers

#### Favorite Pages

1 Page

See All

Combined

House of Travel + Others **Just House of Travel** Just Others

**House of Travel** Hi everyone, we thought we'd give you a bit more time to get those last minute entries in for our Contiki mixandmatcher competition, so we're extending it until midnight Sunday. Don't forget you can enter up to 3 times per day - that's 9 more possible entries from today! We'll be announcing the winner next week. Good luck! <http://bit.ly/aCT358>

16 hours ago

9 people like this.



**Michelle Williams** fingers and toes crossed i win  
12 hours ago · Flag

**House of Travel** Are you 18 to 35 year olds enjoying the Contiki mixandmatcher? <http://bit.ly/brVCF0> The European Adventure is ahead in entries at the moment and 190 of you are even keen on a 1 way bus ticket to Huntley! To learn more about the Contiki tours head to their website <http://bit.ly/9Vn6nT> For those of you not 18-35 don't wo...

See More

Tuesday at 2:51am

16 people like this.

**House of Travel** Have you been following Tamati from TVONE's Breakfast around the UK over the past week? Today he's in his final destination London - check out our HOT deal of the day plus all the deals from Edinburgh, Glasgow and York <http://bit.ly/a208Tf>



October 31 at 11:05pm · Share

3 people like this.



**Lyndsay Colvin Homes** Great stuff. keep it coming. Tamati has great presentation skills  
November 1 at 7:00pm · Flag

**House of Travel** For all you 18 to 35 year olds we've just launched a new version of our Mixandmatcher game! Spin your way to be into win a Contiki tour including flights for you and a mate. Click on the mixandmatcher tab on our wall or go here: <http://on.fb.me/CFJJPc> Happy spinning!

October 31 at 8:16pm

23 people like this.

View all 4 comments



**Natasha Williams** I can't register my winning spins - the app kicks me out of Facebook. Is anyone else having this issue?  
October 30 at 7:52am · Flag



**Jackson Hemi Crowe** Ohhhh gawd i hope i win! A tour of asia with my girl would be AMAZING!  
October 29 at 12:14am · 1 person · Flag

# Number of Facebook users (UK)

## 2. Targeting

### Location

Country: [?]

United Kingdom x

Everywhere

Estimated reach

**27,279,920** people

- who live in the **United Kingdom**

## 2. Targeting

### Demog

Age: [?]

Gender: [?]

### Location

Country: [?]

United Kingdom x

Everywhere

By State/Province [?]

By City [?]

Estimated reach

**15,092,520** people

- who live in the **United Kingdom**
- exactly between the ages **18 and 35** inclusive

### Demographics

Age: [?]

18

- 35

Require exact age match [?]

Gender: [?]

All

Men

Women

**Source - facebook**

# Set-up a Facebook Page

- An official product page, not a profile page.

facebook Search Home Profile Account ▾

## Create a Page

### Community Page

Generate support for your favorite cause or topic by creating a Community Page. If it becomes very popular (attracting thousands of fans), it will be adopted and maintained by the Facebook community. [Learn more.](#)

Please note that you will not be able to edit the name of a Page after it has been created.

Page name:

(examples: Elect Jane Smith, Recycling)

[Create Community Page](#)

### Official Page

Communicate with your customers and fans by creating and maintaining an official Facebook Page.

Please note that you will not be able to edit the name of a Page after it has been created.

**Create a Page for a:**

- Local business
- Brand, product, or organization
- Artist, band, or public figure

Page name:

(examples: Summer Sky Cafe, Springfield Jazz Trio)

I'm the official representative of this person, business, band or product and have permission to create this Page. [Review the Facebook Terms](#)

[Create Official Page](#)

# Suggest to Friends

- Get friends, staff, family, etc to 'Suggest to Friends'

**House of Travel + Others** **Just House of Travel** **Just Others**

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16 hours ago  
9 people like this.  
**Michelle Williams** fingers and toes crossed i win  
12 hours ago · Flag

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See More  
Tuesday at 2:51am  
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At House of Travel we believe that choice gives our customers the best value travel experiences. That's why at [houseoftravel.co.nz](http://houseoftravel.co.nz) you can compare all the airlines & all the deals in one place, & choose different airlines to get you there & back.

October 31 at 11:05pm · Share

# Get 'Liked'

- Get a Like button on your web site.
- The Like button lets a user share your content with friends on Facebook.
- When the user clicks the Like button on your site, a story appears in the user's friends' News Feed with a link back to your website.
- Your page will appear in the "Likes and Interests" section of the user's profile, and you have the ability to publish updates to the user.

# Get 'Liked'

- Send out mailshots to your subscribers
- Put link on your homepage
- url on your business cards
  - ([www.facebook.com/username](http://www.facebook.com/username))
- Get into people's feeds via updates

# Take time to interact

- Post questions on your page
- Get into conversations
- Keep the conversations going
- Become an authority so that people ask you questions

# Example: STA Travel

facebook  Home Profile Account ▾

STA Travel

Wall Info Travel With... Photos Video RSS/Blog

**SPRING BREAK**  
IN EUROPE  
sta TRAVEL

**TRAVEL WITH PURPOSE** sta TRAVEL

CLICK TO UNLOCK VIDEO PLAYER

**VIEW MORE** >

**Get Involved**

Create an Ad

**Facebook Pages**

Facebook Pages help you discover new artists, businesses, and brands as well as connect with those you already love.

More Ads

Suggest to Friends

[http://www.statravel.com/?wt.mc\\_id=fbf\\_mainlink](http://www.statravel.com/?wt.mc_id=fbf_mainlink)

http://www.statravel.com/?  
wt.mc\_id=fbf\_mainlink

### Information

Founded:  
1979

**30,982 People Like This**



Justin  
Vandenberg



Ashtin  
Kitzerow



Fucci  
Edward



Korkor  
Marbell



Miriam  
Leonardi



Lauren  
Koch

### Shop

Call 800.220.8424  
or [Click](#)  
or [Visit](#)

### Beyond FB



YouTube



Twitter



STA Blog



Flickr



eDeals



Music

## Get Involved

Volunteer with STA Travel and Planeterra at more than 80 different projects across 34 different countries. From helping a community in Thailand develop a platform for sustainable tourism to working to preserve the Galapagos, you can make a difference.

Find out more about how you can travel with purpose:

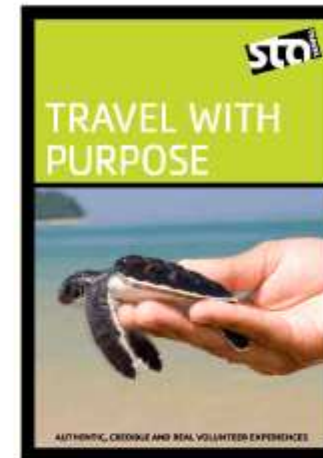
Visit an STA Travel Store >

Visit STATravel.com >

Call 800.507.2979



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THE BROCHURE



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STA Travel + Others Just STA Travel Just Others

**STA Travel** Why not head to Amsterdam this Spring Break? We have 6 day, 5 night packages starting at \$1,160 that include round trip airfare, accommodations, and more! Plus, use your ISIC while you're there and get tons of discounts including: 1 Euro Off bike rental, 3 Euro off canal cruises and 2 Euro off entrance to the Rembrant House Museum!

**Spring Break in Amsterdam!**  
www.statravel.com  
The Netherlands is a small but gorgeous European country and one easily explored by train, bike and even by foot.

Thursday at 11:07pm · Share

14 people like this.

**Băt Kì Pham** Great! But how do u manage the visa part?  
Thursday at 11:24pm · Flag

**Megan Asph** I'm going to Amdam for Spring Break...and I booked with STA. Woot!  
Thursday at 11:34pm · Flag

**STA Travel** Hi Băt -  
Travelers from the U.S. don't need a visa to visit Amsterdam.  
Thanks for booking with STA Travel Megan - enjoy your trip. ...  
See More  
Friday at 12:10am · 1 person · Flag

**José Тыронетыроне** 3 euro! Wow!  
Friday at 3:38am · 1 person · Flag

**STA Travel** Up to 30% off flights to London, Frankfurt, Paris, Rome, and more! Save big now for winter break trips.

**STA Travel | Amazing Flight Deals**  
www.statravel.com  
Cheap Europe Flights for Students. Save up to 30% on flights to Europe with STA Travel.

November 1 at 11:09pm · Share

11 people like this.

**Liketso Kunyane** did apply for a card at the Pavillion-- it hasn't arrived! lord I'm missing out  
November 1 at 11:39pm · 1 person · Flag

**STA Travel** Make sure to check out your local STA Travel Store to get your free travel bag filled with cool stuff from some of our partners including two song downloads from Passion Pit (passionpitmusic.com), a notebook from Five-Star and free photo credits from Snapfish. Let us know in the comments if you've picked up your bag already!

**Find nearest STA Travel store | STA Travel | Find a Store**  
www.statravel.com  
We are Student Travel Experts with Stores across the U.S. Find your nearest STA Store today.

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**Find nearest STA Travel store | STA Travel | Find a Store**  
www.statravel.com  
We are Student Travel Experts with Stores across the U.S. Find your nearest STA Store today.

October 31 at 10:23pm · Share

3 people like this.

**Hannah Burkey Burke** I was in STA today and no bags were offered???

October 31 at 10:30pm · 1 person · Flag

**STA Travel** Hi Hannah -  
This is across all of our U.S. Stores. What location did you visit?

Thanks -  
Patrick  
October 31 at 10:59pm · Flag

**STA Travel** A walk down memory lane! Check out the awesome video we made for Halloween last year.

**Trick or Treat? [HQ]**  
http://statravel.com/halloween.htm  
Length: 0:23

October 29 at 8:22pm · Share

10 people like this.

**Pat Blute** ahhh olivia is boss  
October 29 at 8:31pm · Flag

**Julia Schwalb** I love this!!  
October 29 at 9:42pm · Flag

**Valerie Crump** I will miss you. All the best and don't be a stranger  
October 29 at 11:25pm · Flag

**Christine Lidstone Sweet** olivia is boss!  
October 30 at 1:08am · Flag

**Mohemmed Ahmed** nice  
4 hours ago · Flag

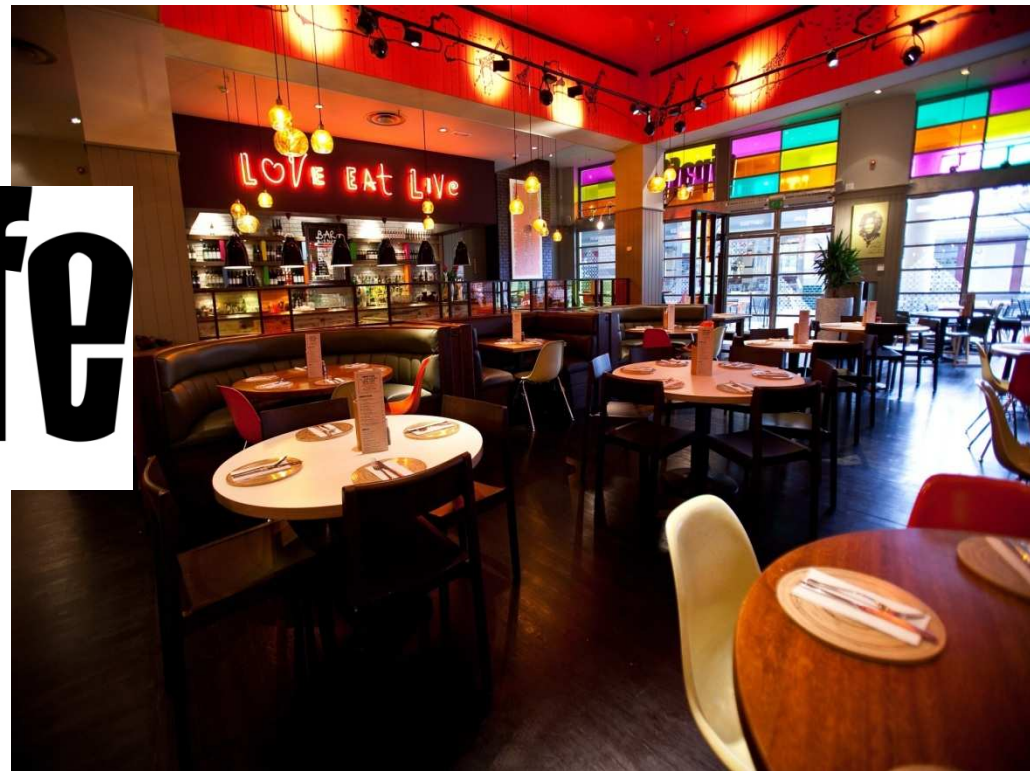
**STA Travel** We've got some Halloween treats for you: our fares to Europe beat our competitors up to 30% -and our prices include all taxes and fees! (no tricks with us) http://www.statravel.com/cps/rde/xchg/us\_division\_web\_live/hs.xsl/flights-to-europe.htm?wt.mc\_id=fbf\_fare\_deals\_102810

**STA Travel | Amazing Flight Deals**  
www.statravel.com  
Cheap Europe Flights for Students. Save up to 30% on flights to Europe with STA Travel.

# Get tweeting

- Case study: Giraffe
  - 36 restaurants in London and UK

**giraffe**



## Vikki O'Neill, Marketing & Branding Manager

### ■ INFORM

- Tell our customers what's happening , talk up new dishes , launch new promotions , spread the word about new restaurant openings, cookbook etc

### ■ LISTEN

- The good, the bad & the ugly. All customers want to feel like they are being listened to – we all know it's very easy to lose a customer if we don't react quick enough (or at all) to a grumble – twitter makes it an instant fix

## Vikki O'Neill, Marketing & Branding Manager

### ■ ENGAGE

- We want to talk to our customers when they are not in our restaurants, find out what they like & take a genuine interest, news, travel, TV, new music, films, holidays – whatever!
- This puts our brand in their mind as a ‘friend’, a brand they feel trust & loyalty – this undoubtedly drives sales

### ■ HAVE FUN

- You have to GET social media and enjoy it – if you don't, your messages won't be believable or interesting and people will quickly switch off



## giraffetweet

[Follow](#)

[Lists](#) [Settings](#)

**Name** giraffe restaurant  
**Location** Around the UK  
**Web** <http://www.giraff...>  
**Bio** We're a restaurant. A really good one. Legendary breakfast, lunch & dinner. Amazing staff. World music. We tweet about everything.

5,582 following 6,840 followers 266 listed

**Tweets** 14,966

**@MJASmith** fantastic. What did you order today? Will show team MK. Thanks!

12 minutes ago via Twitter for iPhone in reply to MJASmith

**@ToffeegirlUK** OMG I'd be besides myself!  
12 minutes ago via Twitter for iPhone in reply to ToffeegirlUK

VERY excited to head to soho hotel shortly to meet #Chloe #24 for a special 'what happened to Chloe next' screening! In jack bauer masks!  
16 minutes ago via Twitter for iPhone

**@foxymini** wow thanks!! Wait til I show the team tomorrow. Your tweet will have pride of place on their pin board! :-)  
18 minutes ago via Twitter for iPhone in reply to foxymini

**@sznids** how's lunch? Watcha having??  
about 3 hours ago via Twitter for iPhone in reply to sznids

Huevos Huevos Huevos!! >> "**@smileonice**: On the way to **@giraffetweet** **@southbanklondon** with **@pim2005** for brunch before my train...."  
about 6 hours ago via Twitter for iPhone

**@wistfulangel** loving another Huevos Rancheros convert! :-) what did you have?  
about 7 hours ago via Twitter for iPhone in reply to wistfulangel

**@restaurant\_mike** hey. Didn't see xfactor tonight! Hoping he or Katie go tomorrow though!  
about 18 hours ago via Twitter for iPhone in reply to restaurant\_mike

**@ToffeegirlUK** no plans for Kingston (yet) Soz!!!!  
about 20 hours ago via Twitter for iPhone in reply to ToffeegirlUK

**@abeeken** how was dinner for you tonight??  
about 20 hours ago via Twitter for iPhone in reply to abeeken

### Lists

- [@giraffetweet/walton](#)
  - [@giraffetweet/bury-st-edmunds](#)
  - [@giraffetweet/mk](#)
  - [@giraffetweet/blackheath](#)
  - [@giraffetweet/aberdeen](#)
  - [@giraffetweet/horsham](#)
- [View all](#)

### Actions

- [block giraffetweet](#)
- [report for spam](#)

### Following



[View all...](#)

### More like giraffetweet

**roussillon\_sw1**  
James Palmer  
[Follow](#)

[view all](#)



Question!Our chairman asks if our tweeting generates business into the restaurant.what do you think? do you visit more/same/less?

Tweetie · 01/12/2009 09:23



Back in 2009, our Chairman questioned whether twitter was driving business

Within in 5 minutes we received 87 responses - every single response confirming that YES! They all visit more often



[@giraffetweet](#) more! I would never have come for my birthday for example without you :)

Echofon · 01/12/2009 09:48

in reply to...



[@giraffetweet](#) more! I had never tried you, but tweeting encouraged me to pop along (with family) to Southbank over competitors

TweetDeck · 01/12/2009 09:30

in reply to...



[@giraffetweet](#) Yes, I would say it does. It adds to the great customer experience. Tweets from you are informative and persuasive. :)

web · 01/12/2009 09:25

in reply to...



**giraffe**



**ABERDEEN  
LAUNCH  
September 2010**



Went out to [@giraffetweet](#) in Aberdeen Union Square with the wife tonight. Wonderful food, cocktails & staff, thoroughly recommend it.

Twitter for iPhone • 11/09/2010 23:45



Just back from [@GiraffeTweet](#) Aberdeen with [@ajjohnstone](#). Food was excellent, staff were fab! Loving the cocktails! Will review on blog tomo!

web • 07/09/2010 21:17



[@giraffetweet](#) GREAT staff in Aberdeen Giraffe & Eggs Benedict tasted great for brekky today :P

web • 22/09/2010 12:31





Lovely cocktails at giraffe! The piña colada is to die for!  
[@giraffetweet](#)

Twitter for iPhone · 07/09/2010 21:01



Big thanks to the staff of [@giraffetweet](#) Aberdeen for a great evening. Fantastic food, superb cocktails and a funky atmosphere. Check it out

Twitter for iPhone · 07/09/2010 20:56



[@giraffetweet](#) lunch was awesome babe! I'll get everyone [@originalfm](#) to come to the hottest place in Aberdeen!

Twitter for iPhone · 17/09/2010 16:19

in reply to...



**giraffe**

**LISTEN**

# giraffe



Can't use [@giraffetweet](#) voucher (printer broke). Can't use email proof on blackerry. Welcome to the 19th century [#fail](#)

UberTwitter · 07/07/2010 19:37



[@giraffetweet](#) ok thanks :) good for next time.

UberTwitter · 07/07/2010 19:58

in reply to...

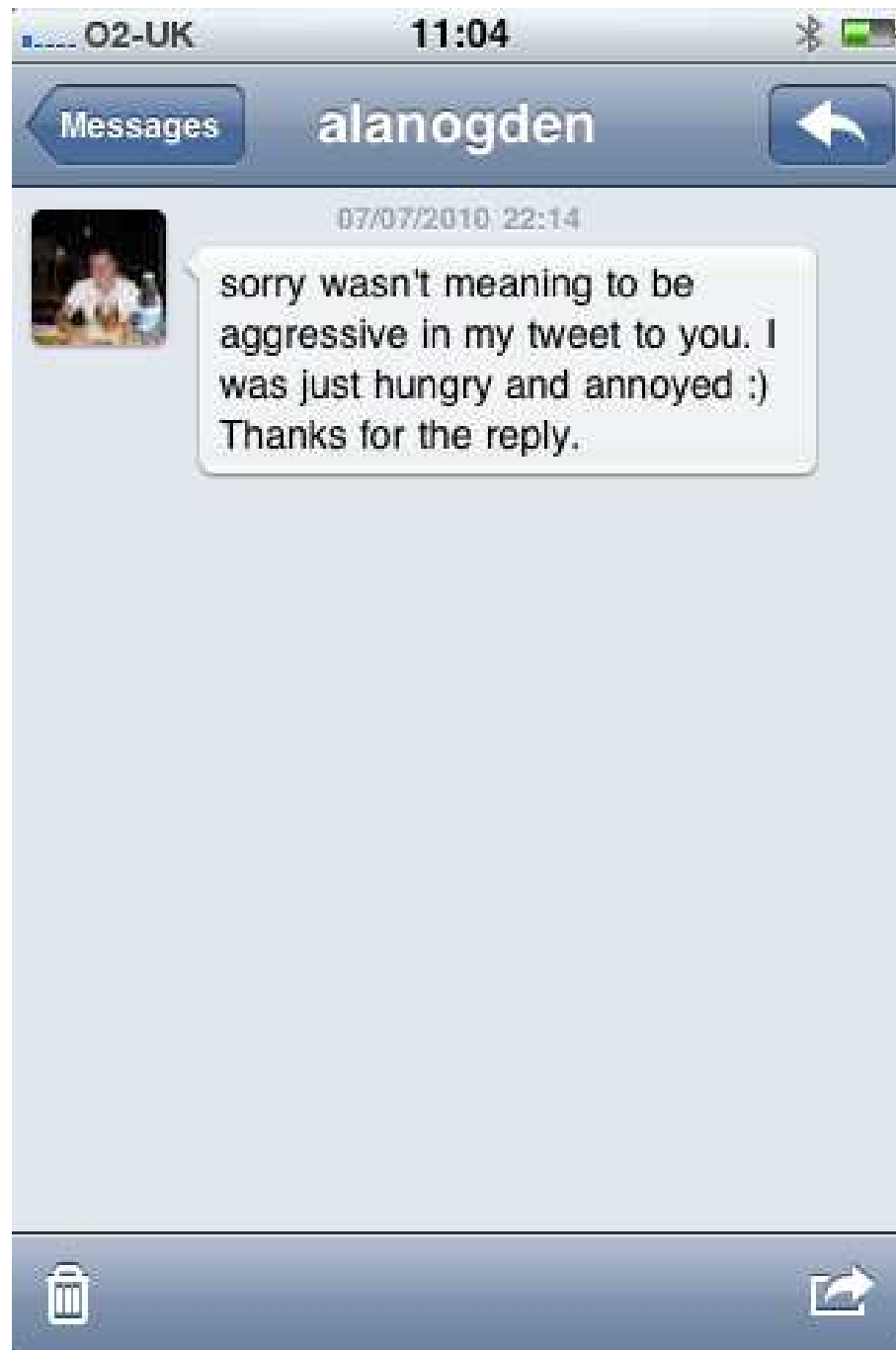


[@giraffetweet](#) voucher cloud?

UberTwitter · 07/07/2010 19:53

in reply to...





**giraffe**



giraffe at Heathrow airport is the worst service i have ever experienced - slow and very rude - avoid it if you can!

mobile web · 11/12/2009 19:47



**giraffe**

**WHY DO PEOPLE  
FOLLOW  
@GIRAFFETWEET?**



**@giraffetweet** Gets across Giraffe's human/fun ethos despite text limits, always engaging, responsive & interesting, & makes me crave G food!



**@giraffetweet** You're a real person, helpful with a great mix of topics and make me feel guilty every time I go somewhere else!

Spaz · 09/07/2010 16:39



**@giraffetweet** Fab tweeter that's clearly a real person, who gets social media is about being real & personality led. Free dinner pls :)

TweetDeck · 09/07/2010 11:22

in reply to...



**@giraffetweet** Because you engage personally with your followers, form a caring relationship and take interest in what they are doing!

Spaz · 09/07/2010 11:25

in reply to...



**@giraffetweet** why... actually interacts with customers, provides useful information, quick updates e.g. during snow, friendly!

Echofon · 09/07/2010 11:19

in reply to...





# The Power of Video

YouTube

# Susan Boyle - Britains Got Talent 2009 Episode 1 - Saturday 11th April | HD High Quality

UKAdvertChannel 43 videos



0:00 / 6:50 360p

**52,009,448**

UKAdvertChannel | April 11, 2009  
Susan Boyle - Britain's Got Talent 2009 Episode 1 - Saturday 11th April  
Contains Content From: ITV  
Susan Boyle - I Dreamed a Dream

### Highest Rated Comments

**captainjackba**  
10 hours ago 4

This was one of those television moments you will remember for the rest of your life, Susan fooled them all (us), She proved that even everyday people can have amazing talents. The person standing next to you in the supermarket buying chicken nuggets could be the worlds best at anything you care to mention. Superb performance and what a lovely bubbly person as well..

### Suggestions

- Sports Illustrated Swimsuit 2009  
by Slswimsuit  
6,157,545 views Featured Video
- Susan Boyle Mix  
by YouTube  
PLAYLIST 40 videos
- Paul Potts Britain's Got Talent  
by videosdepato  
23,503,223 views
- ☆"Britains Got Talent or Americas Got Talent ♥ ...  
by behindthesecret  
87,902,898 views
- HD/HQ Susan Boyle - Memory from Cats - Britains...  
by jamiepughblog  
6,282,818 views
- Final SUSAN BOYLE HD Last Performance! Britains...  
by NeighborhoodBall  
4,747,766 views
- [subtitles] Shaheen Jafargholi (HQ) Britain's G...  
by SpiritmanProductions  
10,417,520 views
- The Next Susan Boyle  
by CBS  
1,368,182 views
- Paul sings Nessun Dorma high quality video/soun...  
by myredroom  
71,584,331 views



0:00 / 0:42 360p

Like Comment Add to Share Embed

192,639

SamuraiHQ | August 09, 2010  
All around fun! A pillow fight broke out on a Lufthansa flight recently and a...  
As Seen On: [abcnyheter.no](http://abcnyheter.no)

Uploader Comments (SamuraiHQ)

**SamuraiHQ**  
2 months ago  
I see this video is becoming very popular... so much so that some fool on here has ripped my upload and posted it as his own with the "added date". Highly amusing as I could tell immediately it was my copy - the title for one gave it away as I typed that on the day I put this on here. You deserve a blanket party!

**SamuraiHQ**  
2 months ago  
Thanks very much to those that sent me links to the Russian TV website. It's much appreciated. For those Russian viewers, I wish you all the best what with what's going on in your part of the world at the moment. I've seen video's of the fires and I'm speechless. Keep safe!

@SamuraiHQ saw it in a norwegian newspaper

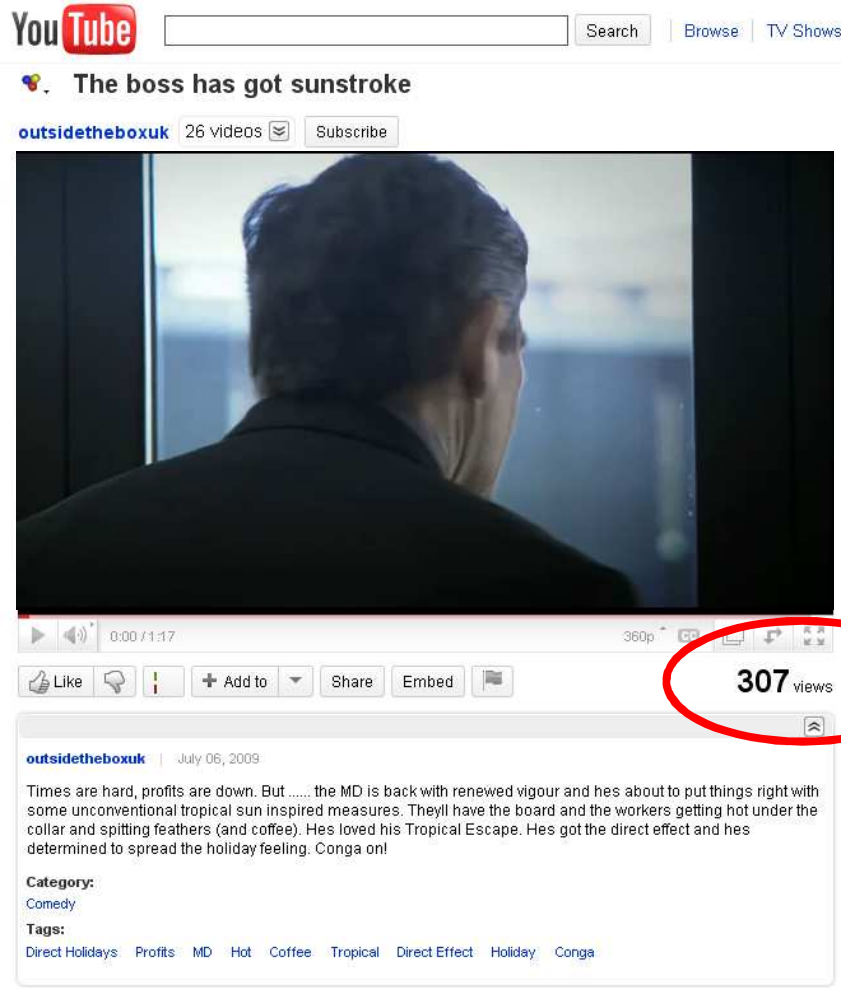
DiehardPapaRoachFan 2 months ago

@DiehardPapaRoachFan Excellent! :)

SamuraiHQ 2 months ago

luzernd  
2 months ago  
I just saw this on first channel of russia in main evening news block.

... but a YouTube video does not guarantee you an audience



YouTube

Search Browse TV Shows

**The boss has got sunstroke**

outsidetheboxuk 26 videos

0:00 / 1:17 360p

Like  Share Embed **307** views

outsidetheboxuk | July 06, 2009

Times are hard, profits are down. But ..... the MD is back with renewed vigour and hes about to put things right with some unconventional tropical sun inspired measures. Theyll have the board and the workers getting hot under the collar and spitting feathers (and coffee). Hes loved his Tropical Escape. Hes got the direct effect and hes determined to spread the holiday feeling. Conga on!

**Category:**  
Comedy

**Tags:**  
Direct Holidays Profits MD Hot Coffee Tropical Direct Effect Holiday Conga

... content needs to be viral friendly



*Genesisys*  
the travel technology consultancy  
[www.genesys.net](http://www.genesys.net)

Social media empowers  
the individual to attack  
or praise your  
organisation

**Debts over £15,000** Government Scheme could Write Off Unaffordable Debts. [www.NationalDebtRelief.co.uk/Debt](http://www.NationalDebtRelief.co.uk/Debt)

**Solicitor Dispute?** Claim back any losses caused by a negligent solicitor - no win no fee [YourDispute.co.uk](http://YourDispute.co.uk)

**Timeshare Fees Due Again?** Don't Pay Another Maintenance Fee! We Have a Guaranteed Exit Program... [GiveWeb](#)

Ads by Google

**Sell Your Timeshare Now**  
We Buy Timeshares, Does Your Timeshare Qualify?  
[TimeshareLuxury.com](http://TimeshareLuxury.com)

**Latest Complaints**

**Emery Cat**

Posted: 7th of Nov, 2010 by [keity20](#)

**emery cat is scam**

Complaint Rating:

don't buy it! It's poor quality and bad sales. It will overcharge you first, cannot cancel it, and even they will sale non slip base. It's awful company. Not only me, many people had same situation. Be careful...

[Comments](#) [United States](#) [Pets & Animals](#)

**MNI Creditreport.com**

Posted: 7th of Nov, 2010 by [Badgirl1450](#)

**Charging My Bank Account**

Complaint Rating:

I am being charged for a credit report and I did not authorize my Bank Account to be cahrged.

I want it stopped.

It is the MNI Credit Report I never heard of this.

Please Help!

[darlene1450@yahoo.com...](mailto:darlene1450@yahoo.com)

[Comments](#) [United States](#) [Credit Report Websites](#)

**+** [Submit complaint](#)

[Register](#) [Login](#)

[Connect with Facebook](#)

**Videos**

**6 Tips to Avoiding Flight Delays**



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Display claims from: all countries

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Ripped off? Bad service ?

Post your complaint for the world to see FREE. Anna did, 24 hours later she received a full settlement payment!

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Ads by Google

Free to use, this brilliant new public opinion web site allows you to name, shame and claim against any company or individual that has ripped you off or wronged you in any way, leaving you out of pocket or aggrieved.

**Use our advice service:** from how to make the strongest claim / settlement to obtaining the very best service at the lowest price possible

Most popular links:

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- [Loans, Legal Advice, Debt problems](#)
- [Personal injury, Insurance](#)
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**CanYouTrustThem now helps over 3000 people every single day.**

CanYouTrustThem uses the enormous power of the internet, social networking & national media, to name and shame on a national scale.

bringing swift justice. Complaints are posted for the world to see and you are alerted when they are removed.

CanYouTrustThem is transparent to any company. You will be confronted with a link to our web site.

Here are some examples of companies named into Google:

- Company Name:
1. Viv3Lab Ltd.
  2. Trading Planet

Here are some examples of companies who thought they could ignore the power of **CanYouTrustThem**. Simply enter one of the companies name into Google to see the power of our search ranking technology:

- Company Name.
1. Viv3Lab Ltd.
  2. Trading Planet Ltd.
  3. TLG Loans
  4. Sorroco Direct Ltd.
  5. Wellbhealth

▶ [viv3lab | ComplaintsBoard.com](#) ☆

**viv3lab** WONT TELL YOU. that there is an automatic monthly credit card char wether you want it or not!!! Many attempts to try and reach ...  
[www.complaintsboard.com/?search=viv3lab](#) - Cached - Similar

[Viv3lab Ltd Complaints - fraud](#) ☆

**Viv3lab** Ltd Complaints: fraud. Diet Products. ... now or in the near or ...  
[www.complaintsboard.com/.../viv3lab-ltd-c227623.html](#) - Cached - Similar

[Viv3lab Ltd Complaints - taking money from bank account without](#)

i have been scammed by **viv3lab** ltd i seen this company advertised on face ...  
[www.complaintsboard.com/.../viv3lab-ltd-c225639.html](#) - Cached - Similar

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[viv3lab Ltd claims](#) ☆

Free to use, this brilliant new public opinion web site allows you to name, share against any company or individual that has ripped you off or ...  
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[viv3lab Ltd LIFE CLEANSE & AKAI BERRY CAPSULES](#) ☆

My Credit Card company alerted me to the transactions made by **VIV3LAB** and  
[www.canyoutrustthem.com/index.php?go=details&id...](#) - Cached - Similar

trading planet ltd

▶ [Trading Planet Ltd - Life Cleanse Tablets Complaints - Not Free ...](#) ☆

11 Aug 2009 ... **Trading Planet Ltd** - Life Cleanse Tablets Complaints: Not Free Samples. Diet Products.

[www.complaintsboard.com/.../trading-planet-ltd--life-cleanse-tablets-c239694.html](#) - Cached - Similar

[Trading Planet Ltd Complaints - diet pill](#) ☆

**Trading Planet Ltd** Complaints: diet pill. Diet Products. ...

[www.complaintsboard.com/.../trading-planet-ltd-c238569.html](#) - Cached - Similar

[Trading Planet Ltd Complaints - Unordered productsbeing charged](#) ☆

**Trading Planet Ltd** - Took Money without my permission from my account. ...

[www.complaintsboard.com/.../trading-planet-ltd-c242743.html](#) - Cached - Similar

tlg loans

▶ [TLG](#)

[www.tlg-ltd.com](#) Thought Leadership Index 2010 Where does your brand rank?

[Cash Loans in 1 Hour](#)

[www.Cash-in-1-Hour.co.uk/Loans](#) Approved in 1 minute, No Paperwork All Credit Histories Accepted!

[TLG loans Complaints - unortharized charge](#) ☆

17 Feb 2009 ... Hi..friends, even for me the **TLG Loans** debit £149.99, and i never approved any charges for the them..the only mistake i did is just gave ...

[www.complaintsboard.com/.../tlg-loans-c165017.html](#) - Cached - Similar

[TLG loans Complaints - took money from my account](#) ☆

hili ddnt remember applying from **tlg loans**.but they debited 99.99 in my ...

[www.complaintsboard.com/.../tlg-loans-c172746.html](#) - Cached - Similar

[TLG loans Complaints - took money from my account without my ...](#) ☆

this company **tlg loans** took all the money i had in my account now without my ...

[www.complaintsboard.com/.../tlg-loans-c183823.html](#) - Cached - Similar

⊕ Show more results from complaintsboard.com

# Dave Carroll's story

- In the spring of 2008, Sons of Maxwell were travelling to Nebraska for a one-week tour and my Taylor guitar was witnessed being thrown by United Airlines baggage handlers in Chicago.
- I discovered later that the \$3500 guitar was severely damaged. They didn't deny the experience occurred but for nine months the various people I communicated with put the responsibility for dealing with the damage on everyone other than themselves and finally said they would do nothing to compensate me for my loss.
- So I promised the last person to finally say no to compensation (Ms. Irlweg) that I would write and produce three songs about my experience with United Airlines and make videos for each to be viewed online by anyone in the world.
- United: Song 1 is the first of those songs.





 **United Breaks Guitars**





**sonsofmaxwell**

17 videos 

Subscribe



0:11 / 4:37 360p    

 Like   + Add to   Share  Embed 

**9,476,583**

**sonsofmaxwell** | July 06, 2009 

UBG Song#3 is released! [www.davecarrollmusic.com/song3](http://www.davecarrollmusic.com/song3) There is now a video...

 **Song 2** - Song 2

As Seen On: [time.com](http://time.com)

Highest Rated Comments

2242dj  
3 weeks ago  14

dude your in readers digest as one of the greatest buyers revenge!

# United's Statement

- United Airlines spokeswoman Robin Urbanski issued a statement about the incident.
- "This has struck has a chord with us. We are in conversations with one another to make what happened right, and while we mutually agree that this should have been fixed much sooner, Dave Carroll's excellent video provides United with a unique learning opportunity that we would like to use for training purposes to ensure all customers receive better service from us," the statement said.

# TripAdvisor

Stayed here in oct/nov 2010, a 30 year old hotel in obvious decline, bedroom adequate and kept clean, view from the room , the best we have seen in thirty years of travelling, absolutely mind blowing, up the Nile one way and towards the Valley of the [Kings the other. Breakfast, for the first week it was very good but in the second week it went totally pear shaped, coffee machine kept breaking down, no replacement and very few staff around. the worst part of the hotel was the pool, the pool itself was acceptable but the surround was dirty due to its constuction, the loungers are bamboo and well past there sellby date, the mattress was form with a cotton cover, because the pool surround was dirty this was transfered to the mattress. dirt around the pool attracted flies and the whole area was infested with them which didnt make for good sun lounging as isai. Location, a bit out of town so one had to run the drivers and horse drawn carriages every night. Clean the pool area everynight which we didnt see help. Fly against flies would help.

**Date of stay** October 2010

**Visit was for** Leisure

**Traveled with** With s

**Age group** 65+

**Represent this Property? Claim your listing here**

Location is OK - you can walk into town and sitting by the Nile is great. We stayed in one of the 'apartments' around the pool. Room was average.

Breakfast service was poor, food was average.

OK for one night stay, although there are better in Luxor

### My ratings for this hotel



**Date of stay** October 2010

**Visit was for** Leisure

**Traveled with** With s

Stayed here in oct/nov 2010, a 30 year old hotel in obvious decline, bedroom adequate and kept clean, view from the room , the best we have seen in thirty years of travelling, absolutely mind blowing, up the Nile one way and towards the Valley of the [Kings the other. Breakfast, for the first week it was very good but in the second week it went totally pear shaped, coffee machine kept breaking down, no replacement and very few staff around. the worst part of the hotel was the pool, the pool itself was acceptable but the surround was dirty due to its constuction, the loungers are bamboo and well past there sellby date, the mattress was form with a cotton cover, because the pool surround was dirty this was transfered to the mattress. dirt around the pool attracted flies and the whole area was infested with them which didnt make for good sun lounging as isai. Location, a bit out of town so one had to run the drivers and horse drawn carriages every night. Clean the pool area everynight which we didnt see help. Fly against flies would help.



Rooms: excellent. Clean, updated, Nile views fantastic, good balcony. We were on floor 2. Floor 1 balconies were huge but not so private

Food: we ate breakfast and is was only OK. EGP 80 a head (so good) but not Sheraton levels (which are very high of course). In general, I would eat outside the hotel as there are some good restaurants which are excellent value (eg Sofra). However, the food looked reliable.

Fitness centre: none!

Internet: 24€ for 24 hours on a slow system

Pool: adequate. Ahmed was really good though: he quickly got my wife and I umbrellas to keep sun off

Staff: a mix.

Generally good (Atany at guest services, Saiker at Concierge, all the bar staff, reception in general).

Others not so.

# Facilitate your customer reviews

The screenshot shows the homepage of Voyages Jules Verne. At the top left is the VJV logo. The main header features the text "VOYAGES JULES VERNE" and a search bar with a "SEARCH" button. Below the header is a navigation menu with links for HOME, DESTINATIONS, THEMES, BROCHURES, OFFERS, INNOVATIONS, and VJV TRAVELLER. The main content area is titled "Explore our World of Wonders" and includes a central graphic of travel items like a map, binoculars, and brochures. To the right, there are several promotional boxes: "HOW TO BOOK", "Best Sellers" featuring "Christmas Markets & Music on the Danube", "SPECIALS & LATES", and "SUBSCRIBE TO ENEWS". A "LOUNGE" section is also visible. The footer contains "Top Destinations" links, a "Did you know" note about online balance payment, copyright information, and logos for IATA, ABTA, and VJV.

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### Explore our World of Wonders

Welcome to our diverse and outstanding range of classic journeys throughout the world by air, sea, river and rail

Open the map on the left to begin exploring our World of Wonders

CLICK TO OPEN

**HOW TO BOOK**

**Best Sellers**

**Christmas Markets & Music on the Danube**  
An exclusive cruise weekend  
[more >](#)

MORE ▶

**SPECIALS & LATES** ▶

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Visit our new review and members' area... **VJV LOUNGE**

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Wildlife	Look, No Planes!	Single Traveller	More Themes >

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**Did you know that you can now pay your balance online? Visit our FAQ's for more information.**

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*Your place to meet like-minded travellers . . .*

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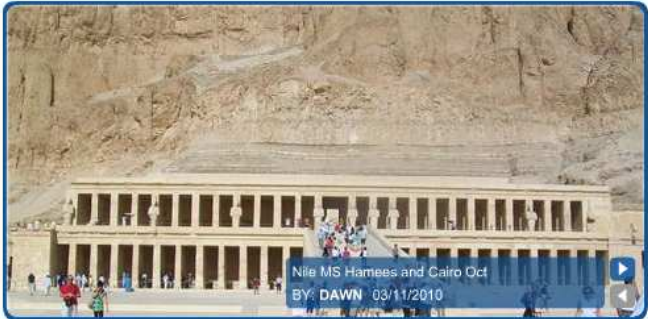
**VJVLounge**


Search for reviews

**LOGIN** **BECOME A MEMBER**

**Welcome to VJVLounge!**  
 A new review and member's area developed in response to customer feedback offering a fun, informative, free and easy to use community. Join VJVLounge to re-live your VJV travel experiences by uploading reviews, photos and videos, and connecting to other like-minded travellers.

This page allows you to search for reviews to gain an insight into how our arrangements rate with our customers enabling you to make a better informed decision or find inspiration for your next VJV tour.

 Nile MS Hamees and Cairo Oct  
 BY: DAWN 03/11/2010





 open map


**Search by Destination**

<b>Africa</b> 6 368 72	<b>Central America</b> 2 105 18	<b>Europe</b> 2 248 54
<b>Far East</b> 19 91 28	<b>Indian Sub</b> 2 105 27	<b>Middle East</b> 2 157 24
<b>North America</b> 0 1 2	<b>South America</b> 0 25 5	<b>South East Asia</b> 0 4 2

Egypt (23) Nile (16) cuba (11) havana (10) italy (8) tablemountain (6) syria (6) cambodia (4) Vietnam (4) Canada (1)

**Top Rated Reviews** View by: Post date

 <b>Royal Egypt</b> 29 views 04/11/2010	 <b>Bargain in Ma..</b> 30 views 04/11/2010	 <b>Highlights of..</b> 13 views 04/11/2010	 <b>Treasures of ..</b> 28 views 04/11/2010
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 VOYAGES JULES VERNE  
**£100**  
 one hundred pounds gift voucher

**Your Favourites**

- Rate and review tours on which you have travelled
- Read customer reviews with ratings
- Upload photos and videos/share photo albums
- Reconnect with friends / meet new friends
- Join and create groups on areas / discussions of interest
- Enter competitions

# It's all about customer engagement

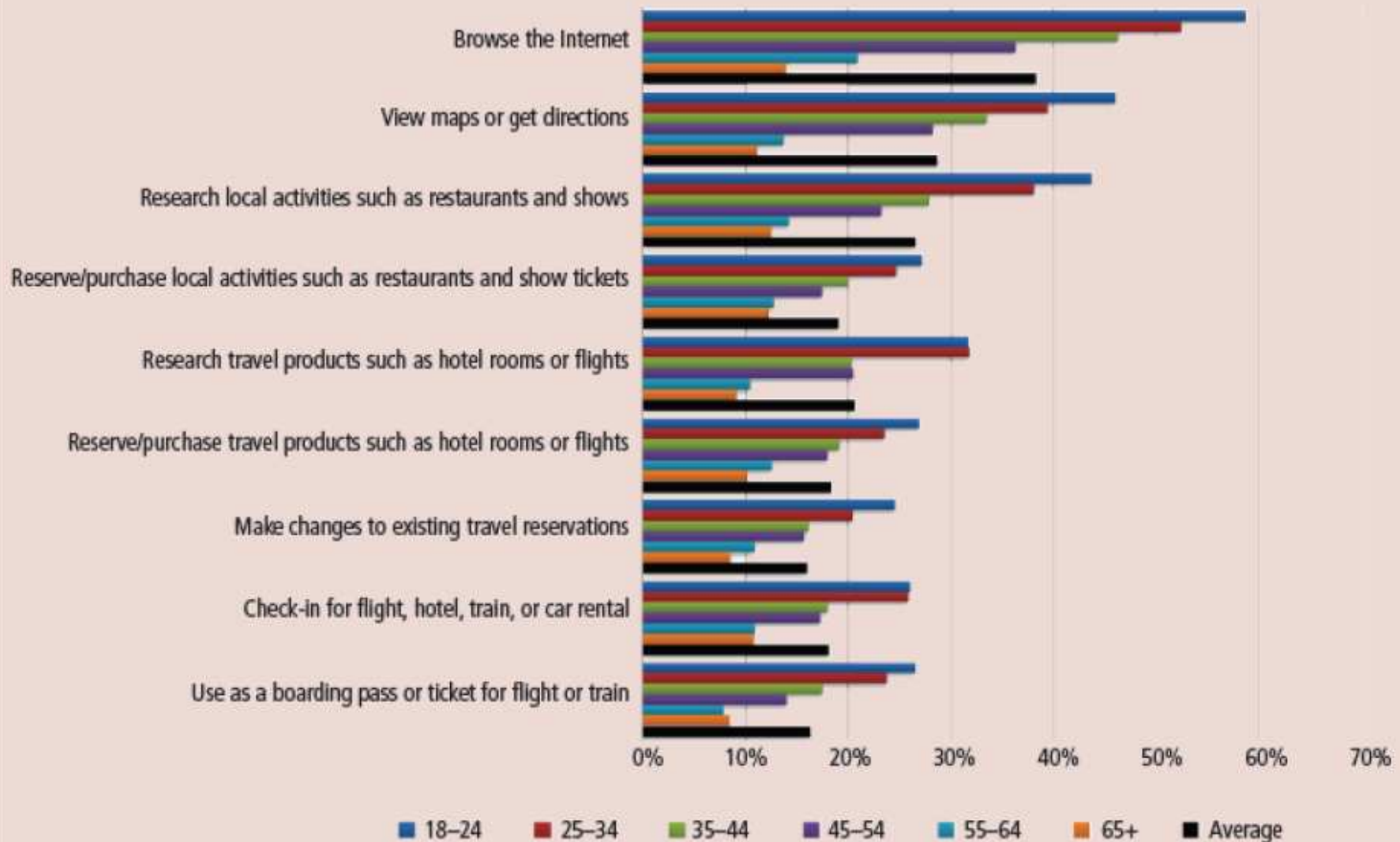
- Like-minded travellers meet and talk
- Listen and speak to customers
- Create member levels
- Use member profiling to deliver targeted messages
- Include staff profiles



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# Mobile

## Future Mobile Phone Activities, By Age – Combined Markets

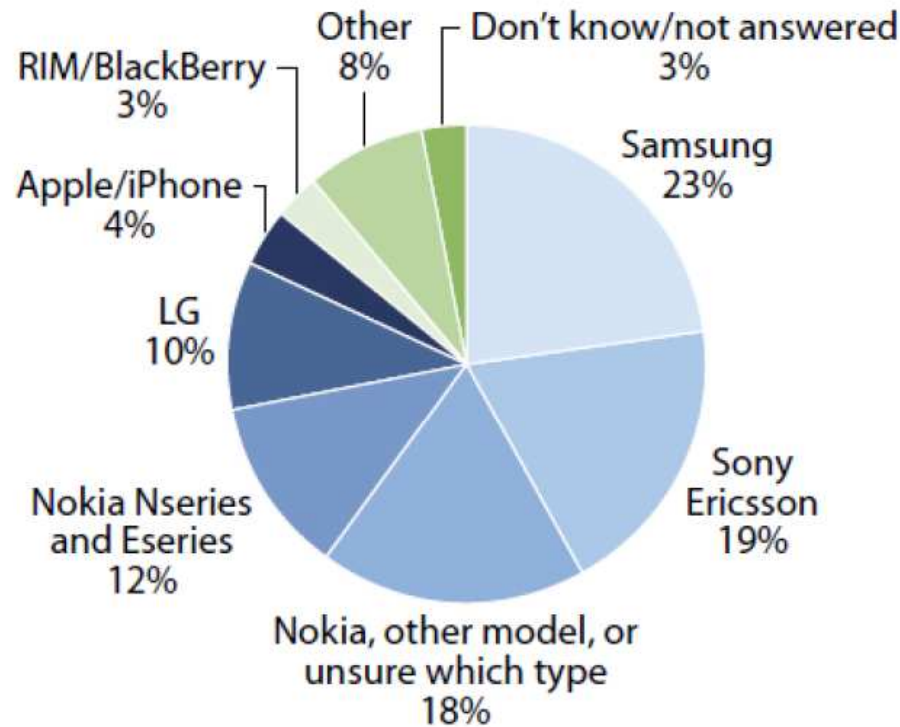


**Question:** Please indicate which, if any, of the following activities you have performed via your mobile telephone in the past 12 months, and which you are likely to do in the upcoming 12 months. *Select all that apply for each activity.*

**Base:** Mobile phone users; French travelers (N = 744), German travelers (N = 730), U.K. travelers (N = 714)

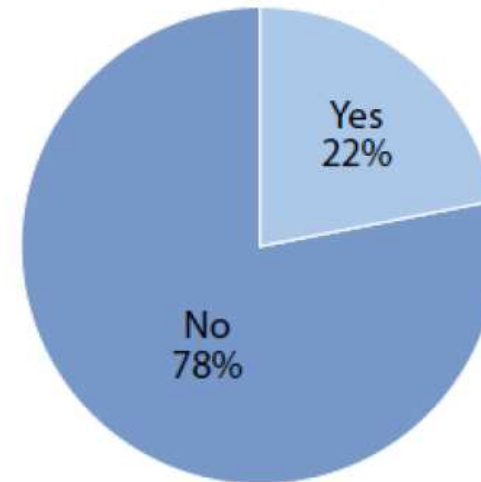
**Source:** PhoCusWright's European Consumer Travel Report

**“If you use a mobile phone handset, what brand is it?”**



Base: 2,548 Europeans ages 16 to 24 with a mobile phone (EU-5)

**“Do you have unlimited mobile data/Internet access on your main mobile phone?”**



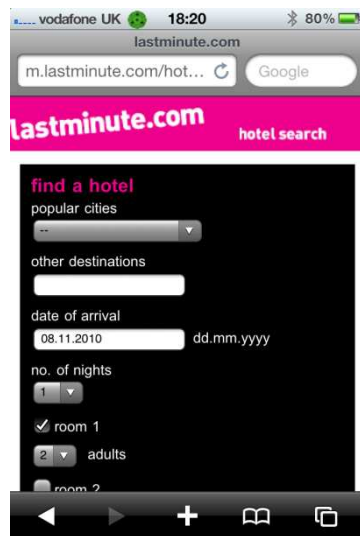
Base: 1,246 European mobile phone owners ages 16 to 24 with unlimited mobile Internet access (EU-5)

Source: European Technographics® Benchmark Survey, Q2 2010  
 Note: EU-5 comprises France, Germany, Italy, Spain, and the UK.

# Mobile Web vs. App – the jury is out

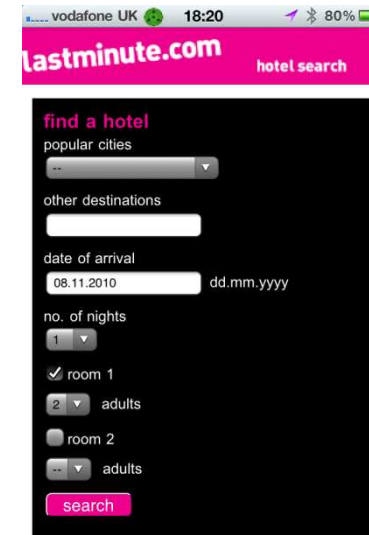
## ■ Web

- Easier to integrate with external systems – reservations, payments, etc
- More likely to work cross-platform – IOS, Android, Windows



## ■ App

- Loaded on user's phone so less likely to be forgotten
- User experience better integrated with handset operating system



# iLingual phone app



The background of the slide is a collage of images including a computer keyboard, a document with a checklist, a person's hands typing, and a modern building. The Genesys logo is positioned in the upper left quadrant of the collage. The logo consists of the word "Genesys" in a stylized orange font, with the tagline "the travel technology consultancy" and the website address "www.genesys.net" in a smaller orange font below it.

**Genesys**  
the travel technology consultancy  
[www.genesys.net](http://www.genesys.net)

Don't forget your  
web site

# Basics – the five point plan

1. At the start – match the expectation
2. Provide all the information needed to make the sale
3. Clearly signpost the information journey
4. Give the customer confidence to do the deal
5. Make sure the booking process is as simple and clear as possible



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Email is still a top  
marketing tool

# Why use email?

- Quick to create and send
- Encourages immediate action
- High response rates
  - 25.5% open rates and 5%+ click rates in travel and hospitality
- Targeting and segmentation is easy to do
  - Lifestyle, Geo-targeting, Mosaic profiling
- Fully trackable & measurable
- Easy to personalise
- Easy to test

# Must be relevant and accurate

- Subject line should match content
- Match customer's expectations based on
  - User information upon registration
  - Research of customer interests
- Personalise content
- Create landing pages that match email content

# In summary

- Social media is happening now
  - Get involved
- Make your web site as good as it can be
- Use email intelligently
- Go with mobile if the time is right for your company


# Opportunities for low cost airlines


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## Ryanair looking at standing 'seats,' pay toilets

Article

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**Jim Rankin**  
Staff Reporter

Bing! Ladies and gentlemen, in a few minutes the captain will turn off the fasten seatbelt sign, but for your own safety we recommend you stay seated and with your seatbelt securely fastened at all times.

As for our passengers flying today in the ridiculously cheap standing-room-only section of the aircraft, in the event of a crash, we realize that achieving the preferred position of head between the knees will prove difficult. If it should come to that, prepare to meet your maker face first.

In an era where airlines charge for blankets, snacks and checked bags, The Republic of Ireland discount carrier Ryanair is looking at adding space-saving vertical seats to flights of an hour or less.



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# Thank you for listening

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