

SPEAKING TECHNOLOGY: TRENDS & TOPICS TO ASK ABOUT

About your speaker



Mark Lesiw

Founder of Bundle Manager, the makers of TripBinder.com™

- Has travelled to over 25 countries independently and on group tours.
- Recent 5 years spent creating compelling online & mobile experiences.
- Prior 12 years delivered professional services for mobile companies Blackberry, and Viigo, and B2B software companies SAP Business Objects, Cartesis & INEA.

Bundle Manager helps tour operators manage their trips by pairing digital information with powerful group communications.

“Deeply understand the hyper-connected traveller. They spend more than 50% of their time online looking at content, share 27 million pieces of content each day, and 73% of them get frustrated with brands when their digital content has nothing to do with their interests.”

Greg Klassen

Twenty31 Consulting

Former President of Canadian Tourism Commission
from “Embracing Disruption – Blueprint for the Future of Tourism”

Today's learning objectives

Trends (10 min)

Consumer technology trends impacting student travel

Technology (15 min)

Technology solutions for tour operators

Tips (5 min)

Questions for your technology suppliers

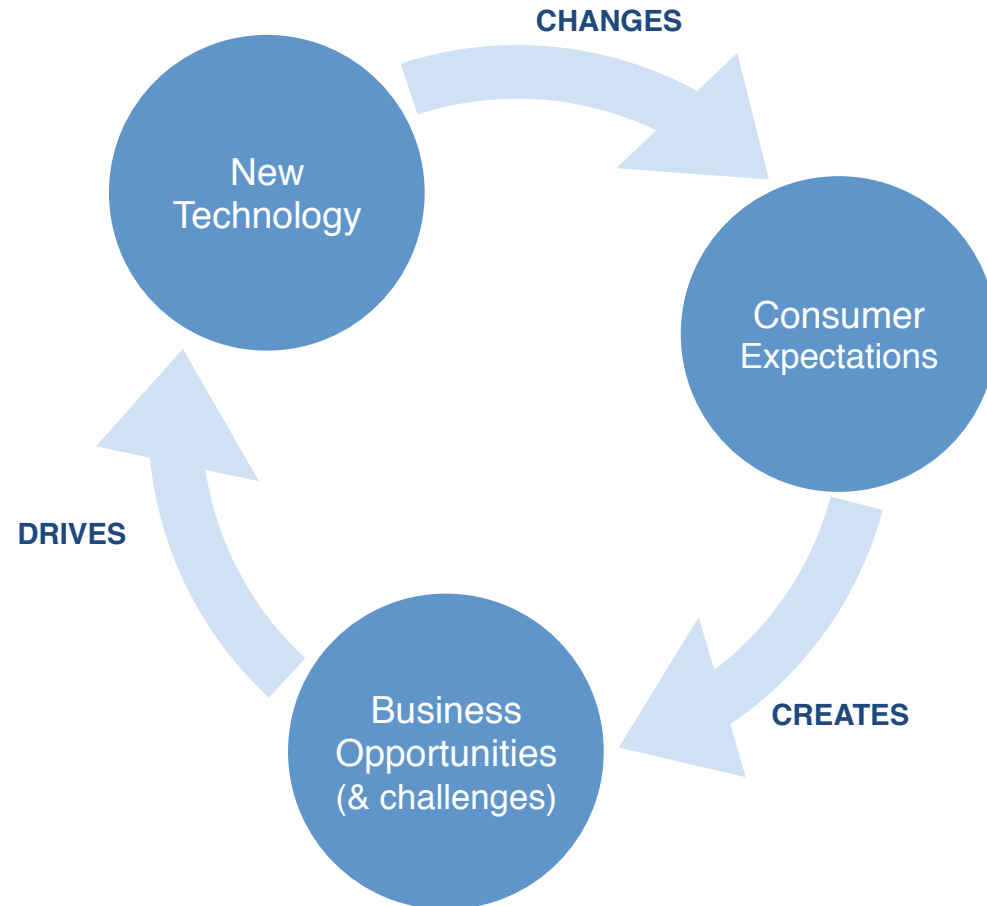
CONSUMER TECHNOLOGY TRENDS IMPACTING TRAVEL



MARTY MELVILLE / AFP/GETTY IMAGES

One of the balloons that have been developed to carry Google's high altitude WiFi Internet hubs.

Stay on top of technology trends



Especially since this circle is accelerating

Technology is changing quickly

Consumer Industry		10 Years Ago (2006)	Today	In 1 to 4 Years	In 5 to 10 Years
Financial Services	<i>Payments Access</i>	First branchless banks Low/ no mobile (iPhone only launched 2007)	Mobile banking (72M adults in US in 2012) Micro and social lending	NFC Payments Apply Pay & digital wallets Crowdfund anything	Crypto-currencies (Bitcoin) Biometrics Fridges re-ordering milk
Education	<i>Learning Media Research</i>	First LMS installed in schools iPads not until 2010 Limited internet research (Google launched in 2004)	“Open Source” classrooms online (Khan Academy) Flipped Classrooms: lectures at home, homework at school	Adaptive Learning (Pearson My Lab) Virtual Field Trips (google.ca/edu/expeditions)	Global collaborative virtual classes Integrated Virtual Reality
Communications	<i>Connectivity Messaging</i>	WiFi in public places (Starbucks in 2010) Email & SMS, ICQ 2006 Facebook goes public 7% adults use social media	92% of teens online daily 56% several times/ day 6,000 tweets per second 65% adults use social media	Smart devices – video chat anywhere (periscope) Expanded Cellular access Expanded WiFi access Anon Msgs go Mainstream	Internet everywhere (Google Loon Project) Trends to over 95% of adults on social media
Marketing	<i>Content Analytics</i>	Static One-size fits all Reactive analytics	Video Contextual Content Big data	Interactive Personalized Content Smart Data & Predictive analytics	Beacons going mainstream Internet of Things
Transportation	<i>Personal Modes of Transit</i>	Taxis Public Transit	Ride sharing (Uber)	Driverless Cars (google.com/selfdrivingcar)	Evacuated Tube Transit (Hyperlooptech.com)

Technology is changing quickly




Consumer Industry		10 Years Ago (2006)	Today	In 1 to 4 Years	In 5 to 10 Years
Financial Services	Payments	First branchless banks	Mobile banking (72M adults in US in 2012)	NFC Payments	Crypto-currencies (Bitcoin)
	Access	Low/ no mobile (iPhone only launched 2007)	Micro and social lending	Apply Pay & digital wallets	Biometrics
Education	Learning Media	First LMS installed in schools	“Open Source” classrooms online (Khan Academy)	Adaptive Learning (Pearson My Lab)	Global collaborative virtual classes
	Research	iPads not until 2010	Flipped Classrooms: lectures at home, homework at school	Virtual Field Trips (google.ca/edu/expedition)	Integrated Virtual Reality
Communication	Media	Limited internet research (Google launched in 2004)	Smart devices – video chat anywhere (periscope)	Expanded Cellular access	WiFi everywhere on the planet (See google.com/loon)
	Analytics	Productive analytics	Big data	Expanded WiFi access	
Transportation	Personal Modes of Transit	Taxis	Ride sharing (Uber)	Driverless Cars (google.com/selfdrivingcar)	
		Public Transit			




Starbucks starts their movement of “free public WiFi” in United States 2010

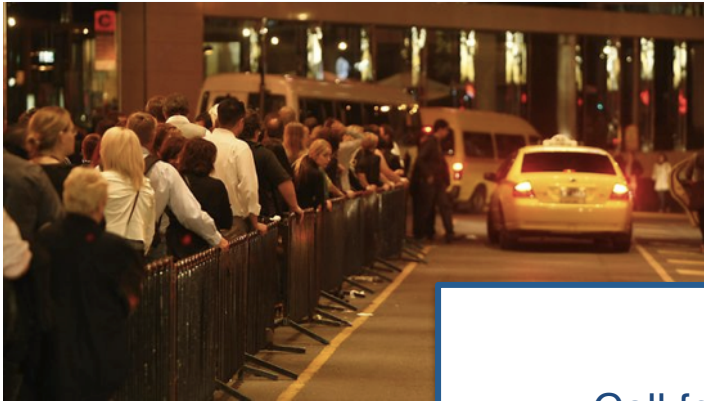


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Consumer Industry	10 Years Ago (2006)	Today	In 1 to 4 Years	
Financial Services 	First branchless banks Low/ no mobile Payments	Mobile banking (72M adults in US in 2012) Micro and social lending	NFC Payments Apply Pay & digital wallets	 
	<div>Textbooks and libraries!</div> <div>Google launches in 2004 with new search website</div>	<div>“Open Source” classroom online (Khan Academy)</div> <div>Flipped Classrooms: lect at home, homework at school</div> <div>92% of teens online daily</div> <div>56% several times/ day</div> <div>6,000 tweets per second</div>	<div>Google Virtual Fields Trips completely online (12 years later)</div>	
Marketing	Static Content Analytics One-size fits all Reactive analytics	Video Contextual Content Big data	Interactive Personalized Content Smart Data & Predictive analytics	
Transportation <i>Personal Modes of Transit</i>	Taxis Public Transit	Ride sharing (Uber)	Driverless Cars (google.com/selfdrivingcar)	Evacuated Tube Transit (Hyperlooptech.com)

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	Education	First LMS installed in schools iPads not until 2010 Limited internet research (Google launched in 2004)	"Open Source" classrooms online (Khan Academy) Flipped Classrooms: lectures at home, homework at school		
Transportation	Learning Media Research	First LMS installed in schools iPads not until 2010 Limited internet research (Google launched in 2004)	92% of teens online daily 56% several times/ day 6,000 tweets per second 65% adults use social media		
	Personal Modes of Transport	Call for a taxi #TAXI	Video Contextual Content data e sharing (Uber)	Smart Data & Predictive analytics Driverless Cars (google.com/selfdrivingcar)	Hyperloop Transit "New York to San Francisco in 45 minutes" ~ Elon Musk






Transportation

Personal Modes of Transport

Change that is magnified across the generations

Generation X	Millennials	Generation Z
<ul style="list-style-type: none"> Born 1965 to 1984 ~ 32 to 50 years old 	<ul style="list-style-type: none"> Born early 1982 to 2000 ~ 16 to 34 years old 	<ul style="list-style-type: none"> Born ~ 2000 to today ~ 0 to 18 years old
<ul style="list-style-type: none"> Use Technology Communicate Directly 2015 Pew Research: <ul style="list-style-type: none"> 77% use social media today compared to 8% in 2005 	<ul style="list-style-type: none"> Assume Technology Communicate via Email & Text Grew up with information at their fingertips On track to “become the most educated generation in American history” Online 24/7, 365 days a year 2015 Pew Research: <ul style="list-style-type: none"> 90% use social media compared to 12% in 2005 Suffer from Fear of Missing Out (but not as much as Gen Z) 	<ul style="list-style-type: none"> Require Technology Communicate in Images & Instant Messaging Socially conscious & environment aware 2015 Pew Research for ages 13 to 17: <ul style="list-style-type: none"> 92% go online daily, 24% “Almost Constantly”, 56% several times Send 30 texts per day 73% have smartphone, 15% have basic mobile phone, 12% have none 71% use > 1 social network 47% use video call or video chat 85% have researched online, 22% have taken lessons online
<p>Already are Parents</p> <ul style="list-style-type: none"> More likely to ‘hyper-parent’ (Helicopter parents) 	<p>Starting to become Parents</p> <ul style="list-style-type: none"> 1 in 5 moms are Millennials Spend 17 hours / week on social media ~90% share information about purchases with friends online 	<p>Starting to become Travellers</p> <ul style="list-style-type: none"> Parents value travel – means more opportunity for Gen Z 65% = # of moms who feel their Gen Z child is influential when purchasing the family vacation

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Parents & Educators	Parents, Educators & Travellers	Travellers
Who USE Technology	Who ASSUME Technology	Who REQUIRE Technology
Are connected	Are always connected	Are hyper-connected

Putting us in a transitional time for student travel

	Behaviours =>	Research	Purchase	Communicate	Time Online
Travellers	Millennials	Search online Read social media recommendations	I'll swipe mom & dad's card	Text based (Email & SMS)	7.43 hrs/ day online 2.87 hrs/ day on mobile
Educators	Baby Boomers	Talk with peers, sales teams Research online	"On a handshake"	Phone & Email (prefer phone)	4.41 hrs/ day online 0.61 hrs/ day on mobile
	Gen X	Talk with peers, sales teams Research online	Email money transfer, check, online payments appreciated	Phone & Email	5.69 hrs/ day online 1.54 hrs/ day on mobile

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	Gen Z	Ask networks for recommendations Videos & social proof	Mom & dad pay, for now... Able to crowdsource	Instant Messages & Images "Content bites"	92% online at least once per day 3.26 hrs / day on mobile
Educators	Baby Boomers	Talk with peers, sales teams Research online	"On a handshake"	Phone & Email (prefer phone)	4.41 hrs/ day online 0.61 hrs/ day on mobile
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	Gen X	Talk with peers, sales teams Research online	Email money transfer, check, online payments appreciated	Phone & Email	5.69 hrs/ day online 1.54 hrs/ day on mobile
	Millennials	Ask other teachers, friends and their students for recommendations	Online please "Transactional"	Text based (Email & SMS)	7.43 hrs/ day online 2.87 hrs/ day on mobile



THAT'S CONSUMER TECHNOLOGY... WHAT ABOUT TECH FOR TRAVEL?



HACK | MALLORCA

6 - 8 MAY

hospitality hackathon: create, code, compete

ARTICLES

ABOUT

ADVERTISE

EVENTS

BLOG

Q SEARCH

DEVICES

DISTRIBUTION

MARKETING

SOCIAL

STARTUPS

SYSTEMS

SECTORS

REGIONS

NEWSLETTER

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Travellers start picking brands based on mobile services

[Comment](#) [Print](#)

Mar 30, 2016

A study has found that one in five travellers would always pick a travel brand over another if it meant they could have a better mobile experience.

Teach&Travel
The Official Publication of SYTA

 **SYTA**
The Voice of Student & Youth Travel®

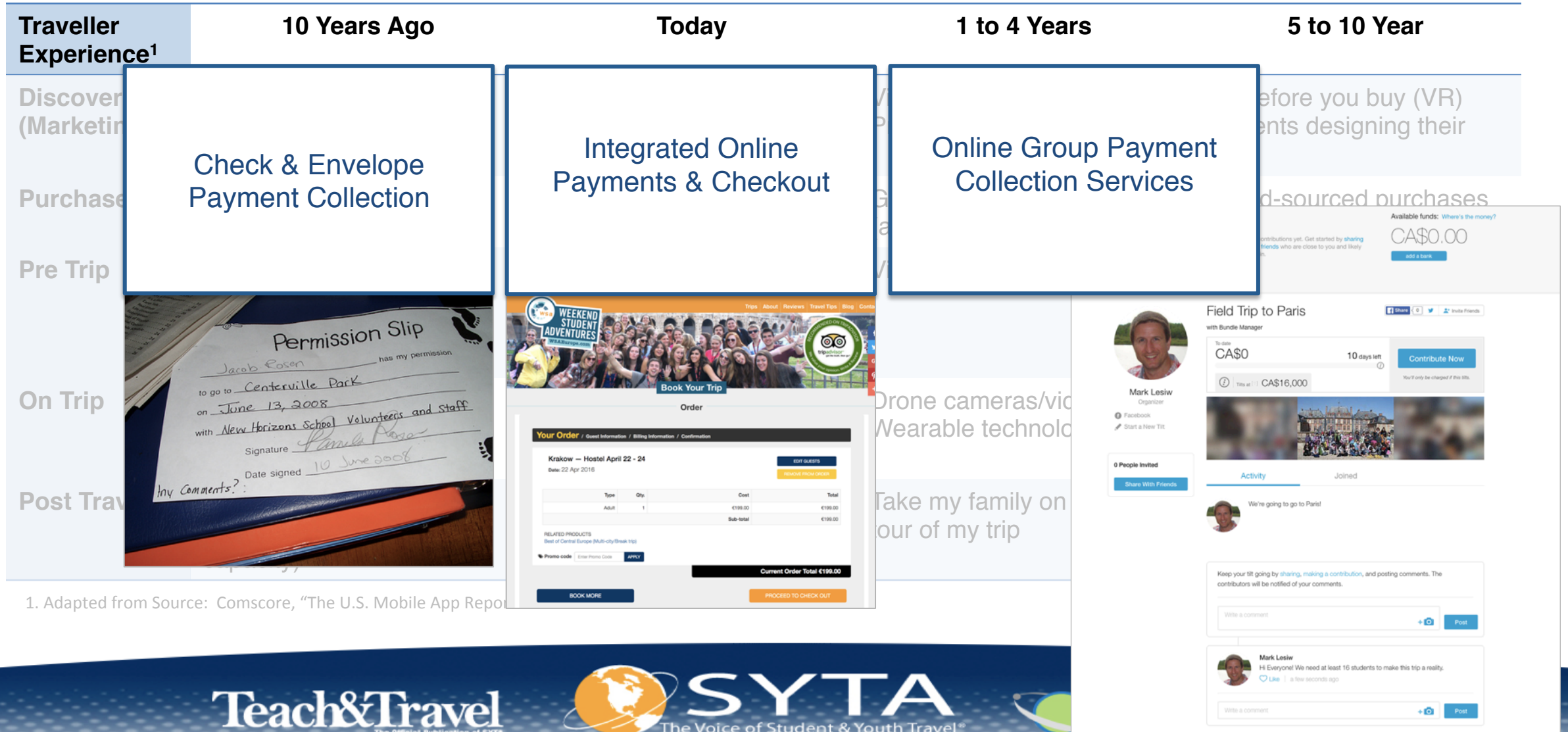
 **syta youth foundation**
Travel Changes Young Lives for Good

Travel technology is changing fast too!

Traveller Experience ¹	10 Years Ago	Today	1 to 4 Years	5 to 10 Year
Discover (Marketing)	Peers/ sales person	Google / Search, Mobile websites, Social media	View before you buy Predictive Analytics	Try before you buy (VR) Students designing their tours
Purchase	Cheques collected	Online payments & confirmations	Group payment services like Tilt (all or none)	Crowd-sourced purchases
Pre Trip	PDF Trip binder Manual updates communicated	Mobile apps & services, Packing lists integrated with shopping services, Online form collection & verification	Video trip previews	
On Trip	Guide is your resource	Wikipedia, Mobile destination guides, AirBnB, In-trip sharing	Drone cameras/video Wearable technologies	Biometric Passports Micro-personalization of tours (within group)
Post Travel	Email photos to friends & the group (limit to email capacity)	Social Media sharing Online surveys	Take my family on a virtual tour of my trip	

1. Adapted from Source: Comscore, "The U.S. Mobile App Report"

Travel technology is changing fast too!



1. Adapted from Source: Comscore, "The U.S. Mobile App Report"



Travel technology is changing fast too!

Traveller Experience ¹	10 Years Ago	1 to 4 Years	5 to 10 Year
Discover (Marketing)	Peers/ sales person	Google web	Try before you buy (VR) Students designing their tours
Purchase			
Pre Trip	Paper-based tour information and itineraries	Digital, multi-channel accessible slips, forms and tour itineraries	Self-guiding, proactive tour itineraries
On Trip			
Post Travel			



1. Adapted from Sou

Are student travel expectations changing? Yes

	Students (& parents) expect to be able to...	Educators expect to be able to...
Discover (Marketing)	<p>Learn about travel options</p> <p>Influence our class decision</p> <p>Subscribe for trip ideas aligned to interests</p>	<p>Quickly find, compare & sample travel experiences</p> <p>Be presented with relevant offers aligned exactly to my interests and class needs</p>
Purchase	<p>Know full prices to expect</p> <p>Be able to pay online, on my phone, or whenever I have funds and is convenient for me</p>	<p>Know all my students have paid</p> <p>Not worry about money collect – make it easy for me too</p>
Prepare	<p>Know what I need to pack</p> <p>Read about where I'm going</p> <p>Share that I'm going on the trip with my friends</p> <p>Plan what I want to do at the destination</p>	<p>View an up to date schedule at any time</p> <p>Answer parent questions about the tour or better still let parents answer their own questions</p> <p>Know what the learning opportunities will be on the tour</p> <p>Coordinate parent volunteers & chaperones easily</p>
On Trip	<p>Meet friends living in the area we're traveling to</p> <p>Access to my social networks (WiFi always please)</p> <p>Share my trip with my networks as it happens</p> <p>Co-create the story of my trip with my group</p> <p>Learn as we go – I want to research on the fly (and just the information I'm interested in)</p>	<p>Safe trips!</p> <p>Manage and respect privacy of all students</p> <p>Easily communicate with operator</p> <p>Be able to update parents</p> <p>Know that any content by student is "safe for public consumption"</p>
Post Travel	<p>Share my experience on the trip</p> <p>Continue to learn about the places I had been</p> <p>Share my feedback and reviews</p>	<p>Review success of tour – education value</p> <p>Receive only relevant communications from my suppliers after the trip</p>

Are student travel expectations changing? Yes

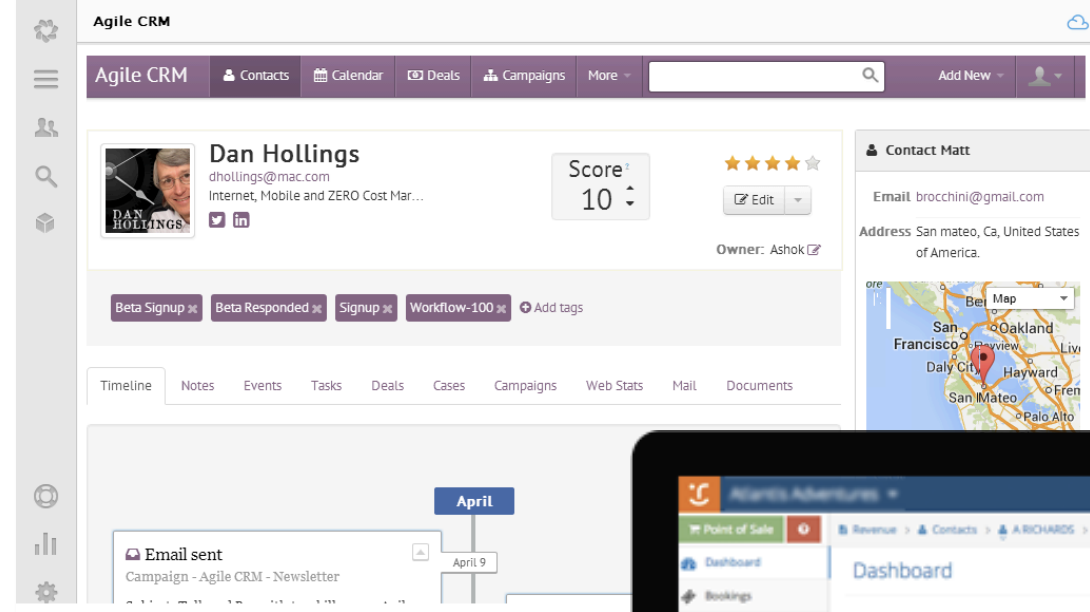
	Students (& parents) expect...	Students expect to be able to...	Educators expect to be able to...
Discover	Learn about travel options Influence our class decisions Subscribe for trip ideas aligned to interests	Expect messaging tailored to them	Compare & sample travel experiences with relevant offers aligned exactly to my interests and class needs
Purchase	Know full prices to expect Be able to pay online, or have funds and is convenient	Expect information and payments on any device at any time	Students have paid but money collect – make it easy for me too
Prepare	Know what I need to pack Read about where I'm going Share that I'm going on Plan what I want to do	Expect to always be connected	view an up to date schedule at any time ask questions about the tour or better still let parents ask their own questions the learning opportunities will be on the tour contact parent volunteers & chaperones easily
On Trip	Meet friends living in the Access to my social network Share my trip with my network Co-create the story of my trip Learn as we go – I want to research on the fly (and know that any content by student is "safe for public") just the information I'm interested in	Expect to share the entire experience with friends, family and followers	Respect privacy of all students Communicate with operator Update parents
Post Travel	Share my experience on social media Continue to learn about the destination Share my feedback and suggestions	Expect digital over paper for the convenience and the eco reasons (but mostly convenience)	Assess tour – education value Receive relevant communications from my suppliers after the tour

POLL: As Student Tour Operators

WHICH
EVOLVING
EXPECTATION
CONCERNS YOU
MOST

- A) Demand for tailored messaging (“marketing to one”)**
- B) Any time/ any device access to information**
- C) Need to always be “connected” to internet**
- D) Instant sharing of travel experiences**
- E) Demand for everything in digital**

TECHNOLOGY FOR TOUR OPERATORS



Evolving expectations = new challenges for Operators



How companies are responding to the challenges

TRENDING TECHNOLOGY DRIVEN CONCEPTS

CUSTOMER
RELATIONSHIP
MANAGEMENT

MARKETING
AUTOMATION

CONTENT
MARKETING

BIG DATA /
SMART DATA

SOCIAL MEDIA
MANAGEMENT

SEARCH
ENGINE
OPTIMIZATION
(SEO)

DIGITAL
PAYMENT
SOLUTIONS

WEARABLES

TOUR
MANAGEMENT
SOFTWARE

MULTI-
CHANNEL
CUSTOMER
EXPERIENCES

CUSTOMER
INTELLIGENCE
& WEB
ANALYTICS

INTERNET OF
THINGS

How companies are responding to the challenges

CUSTOMER RELATIONSHIP MANAGEMENT

CRM is the technology backbone for Customer-centered businesses

- It is your 360° Customer view & database
- Aggregates everything related to your customer. Stored directly or by linking out to other systems – the customer is the unique connection.

Sample Vendors

- AgileCRM*
- Insightly*
- Nimble
- InfusionSoft
- Salesforce*
- Rezgo*
- Rezdy

Use the single, complete, customer view of CRM to enable

- Delivery of personalized customer experiences
- A consistent experience & interaction with your company
- A single point of record about your students, parents & educators

How companies are responding to the challenges

MARKETING AUTOMATION

Marketing Automation solutions automate marketing communications that are typically repetitive like emails & posting to social media

- Automation kicked off by business triggers & follow decision trees
- Integrates communications with customer activities

Sample Vendors

- Mailchimp*
- Constant Contact
- AutopilotHQ
- AgileCRM*
- InfusionSoft
- Hubspot*
- Marketo

Use automated marketing communications to enable

- Identification and capture of leads
- Distribution of Personalized information
- Fostering & developing relationships

How companies are responding to the challenges

CONTENT MARKETING

Content Marketing solutions enable strategic creation and distribution of content that is valuable and relevant to a clearly-defined audience.

- Content marketing is a process (<http://contentmarketinginstitute.com/getting-started/>)
- Content marketing solutions aim to help with much of that process
- Content marketing is NOT Social Media Marketing

Sample Vendors

- DivvyHQ
- Contently
- Kapost
- Hubspot*
- Wordpress*
+ plugins

Use process management in Content Marketing solutions to enable

- Availability of relevant content for customers
- Lasting marketing artifacts to be discovered and shared
- Better understanding of your customer evolving needs & wants

How companies are responding to the challenges

SOCIAL MEDIA MANAGEMENT

Social Media Management solutions are designed to help you manage your online presence and your brand's persona online

- Monitor & respond to interactions with your brand online
- Distribute content across online social networks

Sample Vendors

- Tweetdeck*
- Buffer*
- Bitly
- Hootsuite*
- SproutSocial

The monitoring and interaction management capabilities enable

- Monitor, protect & improve your Brand's reputation
- Customer & community support across multiple channels
- Help students, educators & parents find your tours

How companies are responding to the challenges

SEARCH ENGINE OPTIMIZATION ("SEO")

SEO Management solutions help (*not guarantee*) to get your website to the top of search engine results

- Find keywords to target for search and search ads
- Build and placing content the right way
- Optimize your technical setup and footprint over the web

Sample Vendors

- Google Webmaster Tools
- Moz
- SEMRush
- Contently
- Hubspot
- Wordpress*
Plugins like Yoast

The analysis and tools of SEO solutions enable

- Structure for online content that increases chance of being found by people using search tools like Google, Yahoo, etc
- Makes it easier for your audience to find you online

How companies are responding to the challenges

DIGITAL PAYMENT SOLUTIONS

Digital Payment solutions make it easy for customers to pay for services when and how they want

- Collect, refund, manage payments by credit card & digital currencies like Bitcoin
- Customer payment information (& liability) in their hands

Sample Vendors

- Stripe*
- Paypal*
- Authorize.net*
- Tilt
- Masterpass

Invoicing **

- Freshbooks*
- Wave Accounting*

Using a digital payment provider will enable

- Customer payments via multiple channels
- Consistent customer account across your multi-channel offering

How companies are responding to the challenges

TOUR MANAGEMENT SOFTWARE

Tour Management Software makes it easy to plan, prepare & manage traveller itineraries and communications with your tour groups

- Integrates with (or has) booking capabilities
- Aggregate tour information for guides, chaperones and students
- Communications with tour groups, parents and educators

Sample Vendors

- Bundle Manager*
- Tour Writer
- Trip Binder*
- Wordpress*
+ plugins
- Tour Tools
- Rezgo*
- Mobile app*
providers

Aggregated tour information and communications enable

- Self-serve information from booking to post travel for students, parents & educators
- Gather feedback
- Real-time communications to travellers, operators & parents

How companies are responding to the challenges

MUTLI-CHANNEL CUSTOMER EXPERIENCES

Multi-channel Customer Experiences is about making your business available anytime, anywhere your customers want to interact

- Web, Tablet, Mobile, Watch, Call Center, Agents, Bricks & Mortar
- Consistency of experience is the focus – your brand's experience is the same no matter where, and when, customers engage

Sample Vendors

- Wordpress*
- Shopify (retail example)
- Strikingly*
- Rezgo*
- Rezdy
- Trekksoft
- TripBinder*
- Freshdesk

A consistent multi-channel presence enables

- Solving customer *problems* as soon as they arise
- Meeting customer demands for information when they want it
- A consistent experience that helps build trust

How companies are responding to the challenges

CUSTOMER INTELLIGENCE & WEB ANALYTICS

Customer Intelligence & Web Analytics help you understand how well your online properties are performing, and how to make them better

- Measure traffic, messaging effectiveness, interactions, usage
- Reporting dashboards that should support decision making
- Integrates with other solutions we've discussed

Sample Vendors

- Optimizely*
- KISS Metrics
- Mixpanel
- Google Analytics*
- Mouseflow*
- CrazyEgg

Customer intelligence & web analytics enable

- Optimization of your online customer experience
- Decision making to improve content marketing, marketing automation, SEO Management, etc

How does this all fit together?



Let's start with a thought exercise...

If you were to start a new
tour company today, what might
the technology 'stack' look like?
And where do you start?

Step 1: Decide on your ideal customer experience



Parents

Educators



Discover

- Easy for students to recommend trips to their educators
- Easy to share value of past trips with new sales leads
- Capture all warm leads visiting my properties
- Proactively recommend itineraries to educators based on their needs
- Make information about my tours personalized and self-serve

Book

- Make it easy to book a tour with me
- Collect payments online/mobile with credit card or otherwise
- Tools to help students raise/ gather money for their travels
- Ability to check account balances on demand

Pre Trip

- Provide educators with resources to increase learning on tour
- Make it easy for students to be prepared for the tour
- Make it easy for parents to complete forms, know what to expect and get their questions answered
- Want it as self-serve as possible – minimize impact on my team

On Trip

- Make it possible for parents to know what's going on on trip without bugging my staff
- Capture feedback and performance metrics
- Send updates/ reminders to staff to keep important information top of mind
- Provide information to enhance learning/ travel
- Communicate easily with group in case of emergency

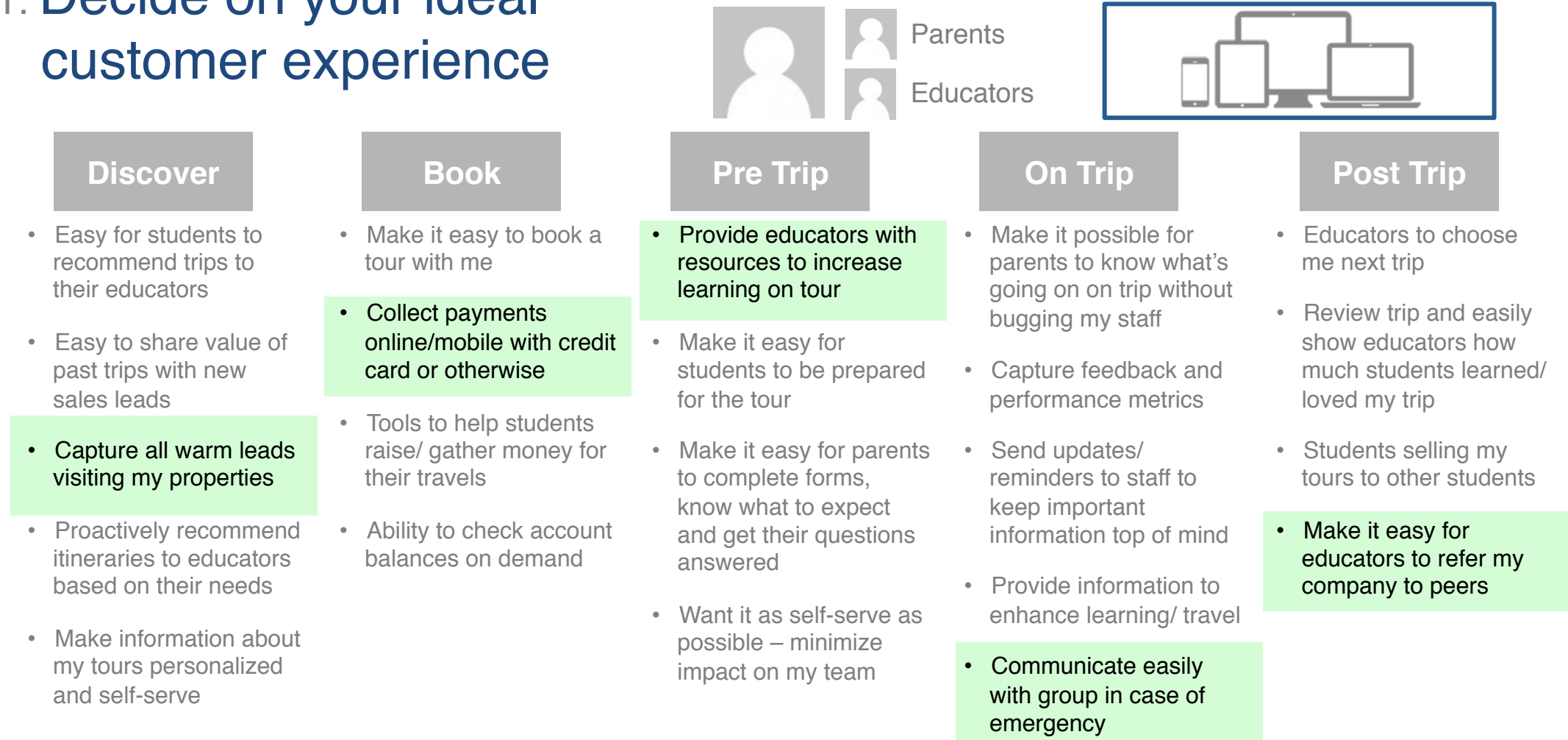
Post Trip

- Educators to choose me next trip
- Review trip and easily show educators how much students learned/ loved my trip
- Students selling my tours to other students
- Make it easy for educators to refer my company to peers

And for my Operations Teams

- I want all of the above automated so I can have my people focused on sales, marketing, decision making and ensuring amazing experiences.

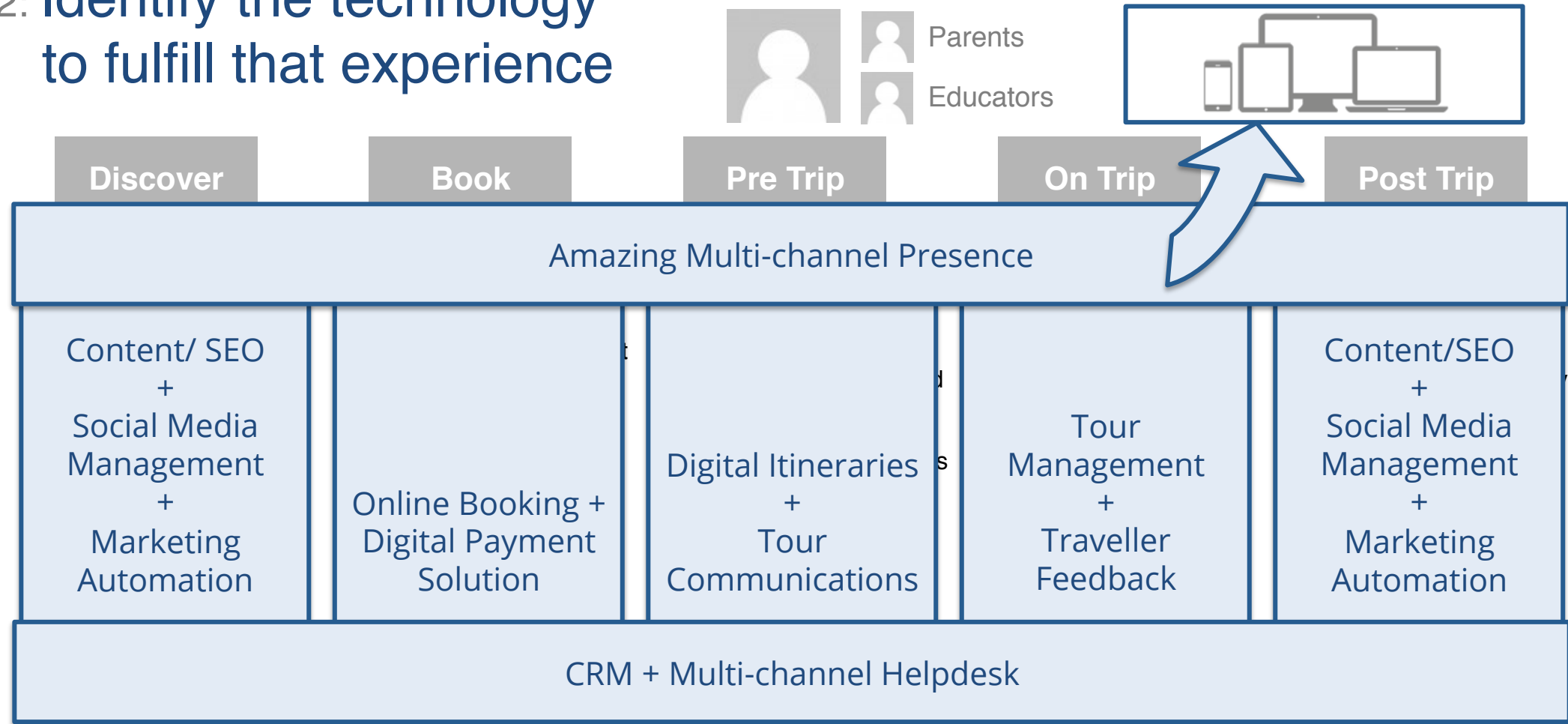
Step 1: Decide on your ideal customer experience



And for my Operations Teams

- I want all of the above automated so I can have my people focused on sales, marketing, decision making and ensuring amazing experiences.

Step 2: Identify the technology to fulfill that experience



And for my Operations Teams

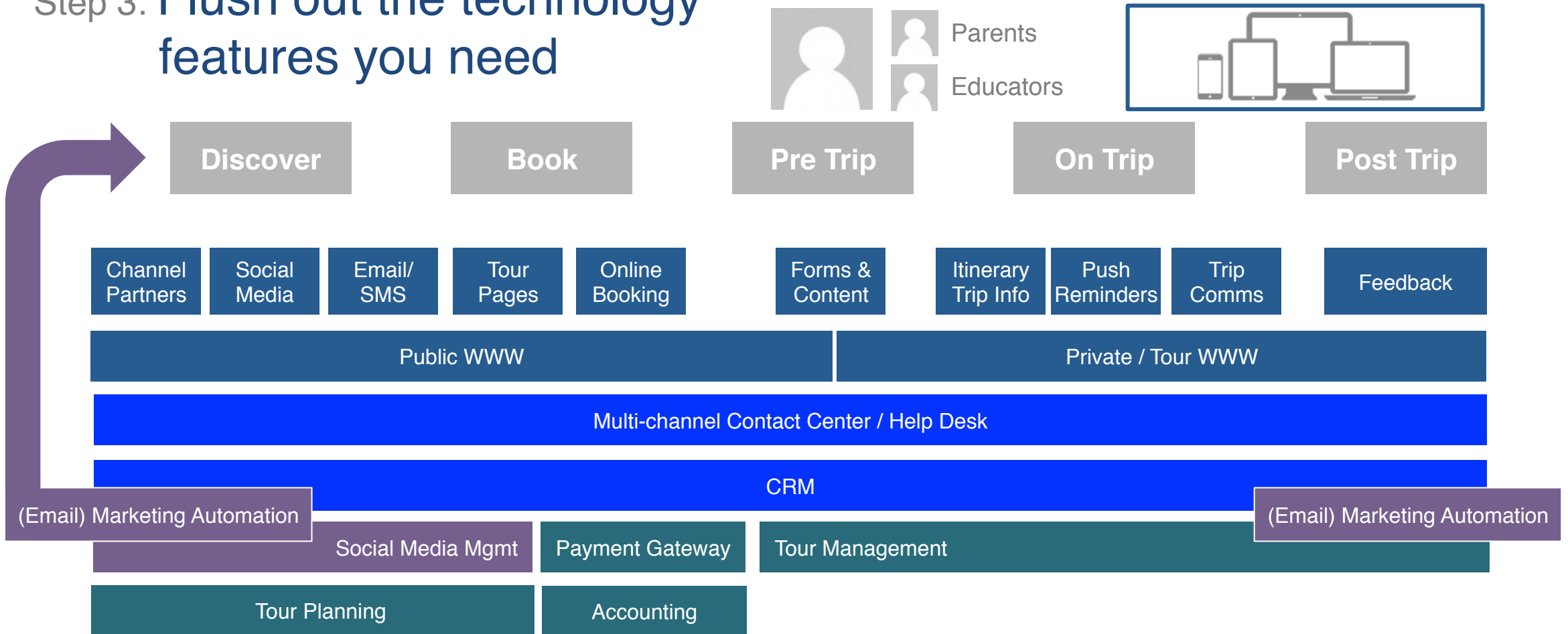
Customer Intelligence & Web Analytics

Integrated Accounting/ Invoicing

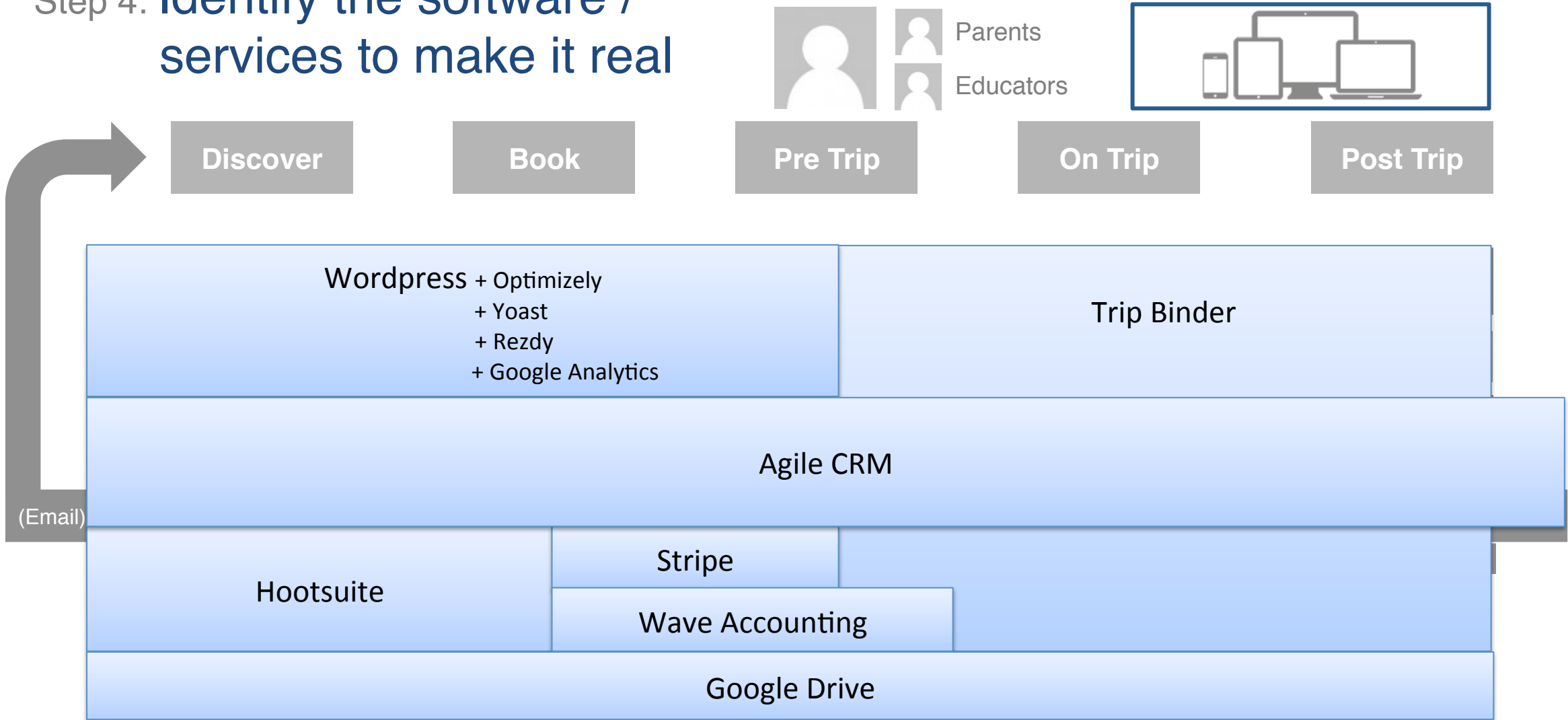
Content Management

Salesforce Automation

Step 3: Flush out the technology features you need



Step 4: Identify the software / services to make it real



Quick Poll

What concerns you most about using new technology?

- A) The costs
- B) Impact on my operations
- C) Picking the right solution
- D) Impact on the traveller experience

Remember Implementing Technology...

Should

- Focus on supporting businesses processes
- Automates something you should already be doing
- Enable you to grow your business (or free up time)
- Be introduced in parallel to existing business operations to point where you can “switch over”

Should Not

- Be the experience
- Cost more than it delivers in value
- Require a “Rip and replace” of your operations

WORKING WITH TECHNOLOGY PROVIDERS



Ask Vendors Lots of Questions

Topic	Question
Data	<ul style="list-style-type: none">• Do I own my data?• If I decide to change suppliers how do I get a copy of my data?• Where is your data stored?
Privacy & Protection	<ul style="list-style-type: none">• Where is my customer's financial information stored?• To what extent do I control the privacy of my client information?• How is my client information protected?
Trials, Pilots & Scalability	<ul style="list-style-type: none">• Can I try the software on a tour before I purchase?• Is it possible to pilot the software on a handful of tours/ for a handful of customers/ for a small campaign?

Ask Vendors Lots of Questions

Topic	Question
"Future-proof"	<ul style="list-style-type: none">• Is the system open to work with other systems?• Is there an API available for other systems to integrate with your software?
Licensing & Costs	<ul style="list-style-type: none">• What is the total cost of ownership?• Are there any 3rd party technologies I also need to license to use your technology?• Is there a minimum contract time?• Do you offer a discount for pre-purchase?• How do I pay you?
Legal	<ul style="list-style-type: none">• Do you have commercial licenses for all your code?• Is your messaging spam-legislation compliant?

Ask Vendors Lots of Questions

Topic	Question
Business Support	<ul style="list-style-type: none">• Do you offer training for your technology?• Is training necessary?• What hours is your support team available?
Platform	<ul style="list-style-type: none">• Will my customers need to download anything?• Do I need to download anything?• What devices does the software work on?• Will your technology work on new devices?• How often do you release upgrades?
Value Creation	<ul style="list-style-type: none">• What are your performance benchmarks?• What kinds of results should I expect?

Do your Research

Appendices

- Online resources for news about travel technology
- List of cited articles used for this presentation
- Technology keywords to start your search

THANK YOU!



Mark Lesiw

mark@bundlemanager.com

Mobile: 1-416-209-8794

Skype: mark.lesiw

Twitter: @mlesiw

LinkedIn: linkedin.com/mlesiw

QUESTIONS?

Please post to the questions tab in the GoToWebinar session



Mark Lesiw

mark@bundlemanager.com

Mobile: 1-416-209-8794

Skype: mark.lesiw

Twitter: @mlesiw

LinkedIn: linkedin.com/mlesiw

Upcoming Events

- SYTA Annual Conference Preview Webinar
April 19, 2016, 12 PM EDT
- Making the Most of Your Six Minute Appointments Webinar
May 10, 2016, 12 PM EDT
- Golden Nuggets of Sales and Service Webinar
Nancy Friedman, President, Telephone Doctor Customer Service Training
May 18, 2016 12 PM EDT
- 2016 SYTA Annual Conference
August 18-23, 2016
Orlando, FL

SYTA Staff

Carylann Assante, CAE
Executive Director
703-245-8089
cassante@syta.org

Emily Milligan
Associate Director
703-610-1266
emilligan@syta.org

Lisa Berretta
Senior Manager, Member Relations
703-610-9034
lberretta@syta.org

Becky Armely
Manager, Operations and Projects
703-610-9028
barmely@syta.org

Hazel Mejia
Membership and Development Coordinator
703-610-0241
hmejia@syta.org

Yana Romova
Association Administrator
703-610-0250
yromova@syta.org

Appendices

Travel Technology Resources

Online
Resources
For News
about Travel
Technology

- www.tnooz.com
- www.Skift.com
- www.EyeForTravel.com/mobile-and-technology
- Trekksoft's Blog (<https://www.trekksoft.com/en/blog>)
- www.TravelPulse.com/news/travel-technology

Travel Technology Resources

Technology Keywords to Start Your Search

- SEO or Search Engine Optimization
- (Email) Marketing Automation
- CRM or Customer Relationship Management
+ Growing use of term: Customer Success Software
- Online Booking Software
- Tour Operator Software
- Tour Management Software
- A/B Testing Tools
- Heat map Tools
- Social Media Management

Travel Technology Resources

Online Resources Cited

- <http://www.economist.com/node/2724397>
- <http://mashable.com/2010/06/14/starbucks-free-wifi>
- <http://visual.ly/history-online-banking>
- <http://www.enterpriseappstoday.com/crm/slideshows/6-tech-trends-shaping-financial-services.html>
- <http://www.theatlantic.com/national/archive/2014/03/here-is-when-each-generation-begins-and-ends-according-to-facts/359589/>
- http://www.pewinternet.org/files/2015/04/PI_TeensandTech_Update2015_0409151.pdf
- http://www.pewinternet.org/files/2015/01/PI_SocialMediaUpdate20144.pdf
- <http://www.amadeus.com/nablog/2015/02/5-ways-reach-generation-z/travel-2>
- [http://www.slideshare.net/sparksandhoney/generation-z-final-june-17/3-There is a population tsunami](http://www.slideshare.net/sparksandhoney/generation-z-final-june-17/3-There-is-a-population-tsunami)

Travel Technology Resources

Online Resources Cited

- <http://www.digitaltrends.com/mobile/tech-trends-shaping-the-future-of-travel/>
- <http://skift.com/wp-content/uploads/2013/10/Expedia-Egencia-Future-of-Travel-Report.pdf>
- https://www.youtube.com/watch?v=2_strLc_etk
- <http://www.smartinsights.com/managing-digital-marketing/marketing-innovation/marketing-trends-2016/>
- <http://www.statista.com/statistics/428425/daily-time-spent-online-mobile-age/>
- <https://blog.kissmetrics.com/50-content-marketing-tools/>
- <http://www.curata.com/blog/content-marketing-tools-ultimate-list/>
- <http://www.capterra.com/>
- <http://contentmarketinginstitute.com/what-is-content-marketing/>
- <http://www.smallbusinesscomputing.com/emarketing/article.php/3868601/What-is-Social-Media-Management-and-Why-Should-You-Care.htm>
- <http://oncampusadvertising.com/blog/page/3/>