

*"Flight status and alerts alone are unlikely to be enough of an incentive to make a competitive difference between travel agencies... the key competitive differentiator will be the ability to provide integrated services such as ... integrating travel schedule changes into the traveler's business calendar."*  
**Giga Research**

*"A sure way to make your customers more loyal and valuable is to make their interactions with you absolutely as simple and relevant as possible. And that's exactly what Infuzer is designed to do..."*  
**Don Peppers, Founding Partner, Peppers and Rogers Group and author of "One-to-one marketing"**

**Infuzer saves business travellers and travel-arrangers time and provides them with valuable, personalised information and a higher level of service. It reduces customer service costs by helping to ensure that the traveller has access to the right information at the right time. It uses patented technology to quickly and easily place time-sensitive information that is relevant to the user directly into their PC or PDA calendar. Infuzer works on any Web site or from an email and provides personalised notifications from the System Tray.**

Imagine the scene. Paul browses his corporate travel portal searching for flights to Los Angeles for an important customer presentation. He adds a provisional flight itinerary to his electronic calendar, directly from the Web page with a simple click, while he waits to confirm the rest of his meetings. The following day, his other appointments confirmed, he identifies the rest of his itinerary and Infuzer automatically updates the details in his calendar. He submits a travel approval request. The Infuzer System Tray Alert Service notifies him as soon as his trip is approved and returns him to the Web page to confirm his bookings. Paul synchronises his desktop calendar with a Palm PDA: within the Infuzer calendar entries, Paul is automatically provided with local destination information for each leg of his journey, including directions to his hotel, weather conditions and locations of ATMs. Essential customer service information is also provided, such as his e-ticket numbers and the appropriate local customer service telephone numbers for each city he is visiting. As usual, there is a last-minute change to Paul's travel plans but Paul does not have to worry about amending all the entries in his calendar: as soon as he changes his booking, the entries are automatically updated by Infuzer, ensuring he has the right information at his fingertips while on the road. While in Los Angeles, Paul finds that hiring a car would save him a lot of time: his calendar entry includes contact phone numbers for the local office of his company's approved car rental partner, so Paul is quickly able to book a car at his corporate rate.

### **Summary of benefits for managed travel suppliers and technology providers**

- **Save travellers and travel-arrangers time and guarantee accuracy**
  - remove the time-consuming and tedious process of manually entering travel itinerary information into calendars
  - prevent data entry errors and inconsistencies when itineraries are not updated with changes
- **Provide a superior service level**
  - ensure travellers have essential information such as confirmation numbers at their fingertips while on the road
  - provide relevant local destination information within the calendar entries
- **Reduce customer service costs**
  - include relevant local customer service contact details in the calendar
  - provide details of local approved travel suppliers for each leg of the journey, within the calendar itinerary
  - automatically alert travellers to changes in journey details and make the changes in their electronic calendar

## **Further details: benefits for managed travel suppliers and technology providers**

### **Save travellers and travel-arrangers time and guarantee accuracy**

1. A person's calendar is seen as an invaluable resource in organising their life and is jealously guarded. Research shows that busy business people, the most sought-after demographic, consult their calendar up to 12 times each day (Dr. Peter Collett, University of Oxford, October 2000) and 93% of handheld electronic calendar users say they are "almost certain" to read information if it is in their calendar (Omnibus Survey, April 2001).
2. Creating a manual entry in an electronic calendar requires at least 5 discrete actions, plus typing of the content information, and a typical itinerary will contain many entries for flight legs, hotels etc. Each manual entry wastes time and is a potential source for error, particularly, as most business itineraries need to be updated with several changes.
3. Infuzer will automatically add all itinerary information to the calendar in a single action and will amend all calendar entries whenever the itinerary changes.

### **Provide a superior service level**

1. Users of electronic calendars rely on them to manage their busy schedules and have chosen to use them instead of paper-based alternatives. For these people, the electronic calendar is the correct place to provide essential travel information such as e-ticket numbers, flight times, terminal information and hotel addresses, rather than in an email or on paper.
2. Providing relevant additional information in the calendar such as driving directions to hotels, local weather and ATM locations constitutes a highly valuable service for busy travellers whose time is at a premium.

### **Reducing customer service costs**

1. Including relevant local customer service contact details in the calendar ensures that the traveller has the most efficient means of obtaining help, if necessary, while on the road. It also saves the travel provider money by directing enquires more efficiently, rather than having the traveller call back to their home location, in the absence of a local number.
2. Providing details of local approved travel suppliers for each leg of the journey, within the calendar itinerary, helps ensure that unscheduled travel purchases still comply with corporate policy and benefit from corporate discounts.
3. The Infuzer System Tray Alert Service can be used to notify travellers automatically of changes to their itinerary and to make these changes in their electronic calendar, should their itinerary be affected by unscheduled changes.