Transforming Organisations to be Truly Smart

The best Travel APIs
What is the Context and Content?

"Transforming organisations to be truly smart".

Travel Supplier

Content Aggregator

Travel Seller

Traveller

Airlines + Hoteliers + Cruise Lines etc.

GDS + Marketplace etc.

Travel Agents + OTA + Wholesaler + TMC + Multi-channels travel agencies etc.

Traveller
What is the Context and Content - “Transforming”?

“改变; 使改变形态; 使改变外观或性质;”

“Make a marked change in the form, nature or appearance of.”
What is the Context and Content - “Smart”?

“Attractively neat, well dressed, stylish, elegant.”

“聪明的; 敏捷的; 漂亮的; 整齐的”
“Transforming organisations to be truly smart”.

“Change management strategy to align peoples, process and technology with business strategy, so as to maximise bottom lines and increase productivity etc…….”

“…… and differentiate from the market.”
So What Are the Problem Statements?
How Can We Stand Out from the Crowd?

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How to Win Customer?

User experience

Design
How to Stay in the Game?

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What is Your Business Strategy?

- Being an One Stop Shop travel superstore for quick & easy distribution
- Deliver unique, high margin & long tailed travel content
- Respond swiftly to market demand, promotions & relevancy

Automate/smooth out business process with world-class travel technology solution

- Improve customer shopping experience
- Increase product support & service level

... and many more

Yield, Profit, Competitiveness, Market Share, Booking Volume, Productivity, Differentiation, Customer satisfaction & Loyalty, Speed to Market

Expense, Running Cost, Time, Overhead
Why Need to Transform?

More people are travelling to more places, and doubling of travellers expected in 2030

APAC region is expected to more than double their arrivals in the next 20 years

Source: UNWTO Tourism Towards 2030
Why Need to Transform? Travel Sellers Told Us…

Price sensitive travellers spend considerable time comparing options and prices

By the time travellers have completed their trip purchases:

18 Different Travel Sites

Over…

53 Web Site Visits

Across…

65 Days
Which is King?
Content or Winning Customer

Choice and exclusivity:

- **Millenniums** are seeking adventure and one-of-a-kind experiences e.g. hiking, kayaking and boutique cruises to off-the-beaten-track” locations etc.

- Cruise line opening new brand targeting holidaymakers between age group 21 - 45.
Why Need to Transform? Some Insights…

Supplier sites and OTA are evolving how they sell & package products

One Stop Shop experience:

- Ryan Air has own digital strategy “MyRyanair” to encourage mix-and-match holidays planning.

- TripAdvisor acquired BestTables and Dimmi (dining-reservation sites), as well as ZeTrip (photo-sharing sites).
Why Need to Transform? Some Insights...

Digital content continues to explode and search volume soar

1 in 5 travellers:
No easy way to search multiple destinations at once

Ease of travel products comparison:

- Travellers’ appetite for ease of travel products comparison.
- Priceline / booking.com buying Kayak and Ctrip buying Qunar and recently Skyscanner to increase touch points with travellers.
Mobile fuels travellers use of multiple channels for search and shopping

An example of trip planning below shows multiple searches can lead to frustration!

Researching travel destinations and get inspired:

- Only 43% travellers know exactly what they are going.
- About 68% of leisure travellers begin researching online before they have decided where or how to travel.
Why Need to Transform? Some Insights...

Free the team from burden of maximising product yield

Product and margin distribution according to demand:

- Shift travel inventory between different point of sales.
- Flex selling margins between different teams and individual travel consultant etc.

"Thanks for the quarter, pal — Is it net or gross?"
Shorter technology cycles and development costs continue to rise

Technology investment:

- Time to market.
- Capitalise on technology advantages for economic benefit.
What To Transform? Start With a Platform

My Online and Mobile Platform

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What To Transform?

- The way we **interact** with travellers
- The way we **convert** lookers to bookers
- The way we **sustain** a healthy P&L in the long run
What To Transform?

<table>
<thead>
<tr>
<th>Can we …</th>
<th>The way we <strong>interact</strong> with travellers</th>
<th>The way we <strong>convert</strong> lookers to bookers</th>
<th>The way we <strong>sustain</strong> a healthy P&amp;L in the long run</th>
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<tr>
<td>Position as an one stop shop travel superstore?</td>
<td><strong>Ease of Product Comparison</strong></td>
<td><strong>Stickiness</strong></td>
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<td>Deliver unique, high margin &amp; long tailed content?</td>
<td><strong>Choices &amp; Uniqueness</strong></td>
<td><strong>Product Yield Control</strong></td>
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<td>Respond swiftly to market demand &amp; promotion?</td>
<td><strong>Hot Deals &amp; Offers</strong></td>
<td><strong>Product Yield Control</strong></td>
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<td>Improve traveller shopping experience?</td>
<td><strong>From Generation X, Y to Z</strong></td>
<td><strong>Easy Access to Information</strong></td>
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<td>Automate biz process with technology?</td>
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<td><strong>Running Cost &amp; Cost of Selling</strong></td>
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<td>Increase product support &amp; service level?</td>
<td><strong>Instant Messaging / Chatbots</strong></td>
<td><strong>Proactive Support</strong></td>
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How to Transform the Organisation?

Peoples

Business Strategy

Technology

Process
How to Transform the Organisation?

- Identify stakeholders
  - Ensure continued management, flexibility and adaptability to changing needs
  - Ensure all stakeholders have bought into the change and feel a part of the journey
  - Identify potential oppositions
  - Appoint change agents / champions

- Train the trainer - efficient training program

- Monetary & non-monetary incentives

- Proper adjustment of performance measure
How to Transform the Organisation?

- Define objectives laid out by stakeholders
- Technology strategy to engage peoples and process to support goals
- Define technology benefits in quantifiable terms
- Define metrics and systems of measurement to monitor success and ROI
- Identify technology gaps based on targets
- Evaluate and improve technology to meet new goals and scale with business as it grows
- Fit technology into process but not the other way round
- Assess current technology environment to determine best deployment strategy
How to Transform the Organisation?

- Define objectives laid out by stakeholders
- Build up partnership with technology provider to identify challenges and solutions
- Together with technology provider - create short/long term goals uniquely tailored
- Standardise tasks and processes - continue improvement and employee empowerment
- Build a culture of stopping to fix problems, to get quality right the first time
- Use visual control so no problems are hidden
- Align process with technology to ensure all aspects of business are covered and visually available to all stakeholders
- Create a continuous process flow to bring problems to the surface

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So Is It Smart Enough? No, We Need to Continue to Stay in the Game

Generation Z: Connected from birth

Generation Y-Z: Buying experience

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So Is It Smart Enough? No, We Need to Continue to Stay in the Game

... and many more new technologies
Let’s Stay in the Game

WROTE AN INSPIRED POST

Within 3 years, human decisions that can be made within 5 secs, will be replaced by AI / robots etc.

DOUBLED MY SUBSCRIBERS

AI / robots etc. are likely to replace 50% of all jobs in the next decade.

Thank you
Simon Leung, Business Development, North Asia

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