



NBTS 2023

# THE SERVICE JOURNEY FOR THE NEXT GENERATION OF BUSINESS TRAVEL

Transcom

# The service journey for the next generation of business travel



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# Business travel CX vs. other industry experience.

## **Blended Business Travel:**

- Bleisure trends
- Implications for the travel industry
- Changing customer expectations
- Need for a seamless experience

## **Personalization and Automation:**

- Potential for personalization and automation to improve customer experience
- Front-end user experience and back-office processes

## **Industry Collaboration:**

- Need for travel industry collaboration and data sharing
- Creating a seamless and connected experience for travelers

## **Adapting to Changing Work Models:**

- Companies and travel providers need to adapt policies and practices
- Remote work and flexible work arrangements

## **Corporate Social Responsibility:**

- Impact of blended travel on a company's CSR efforts
- Environmental concerns and employee well-being

## **Managing Complexity:**

- Challenges of implementing more complex corporate travel policies
- Potential competitive advantage for travel providers that can adapt to these changes.

# Digital Automation solutions.

## **Retargeting & Personalization:**

- Utilize search info and personalize experience for better decision-making.

## **Conversational AI:**

- Improving chat systems and messaging with AI for efficient service and better communication.

## **Omnichannel Approach:**

- Integrate all channels for a seamless experience for customers and agents.

## **Customized Customer Experience:**

- Tailor the customer experience based on brand identity and customer segments.

## **Agent Support:**

- Equip agents with necessary information for efficient support and service.

## **Real-Time Chat Translation:**

- Eliminate language barriers and provide a personalized chat experience for global business.

# Journey mapping and agent experience.

## **Customer context and history:**

- Review interactions to understand customer needs and preferences.

## **Journey mapping:**

- Identify issues and improve customer service processes.

## **Data collection:**

- Keep track of user journeys for relevant assistance.

## **Translation services:**

- Bridge language gaps for global support.

## **Adapting to changing work environment:**

- Provide round-the-clock support.

## **Challenges and opportunities for smaller languages:**

- Overcome language barriers to improve agent experience.

# Transcom is a global leader in digital CX



**27**  
countries



**30.000+**  
employees



**80+**  
contact  
centers



**717€m**  
revenue  
FY2022



**2.5m+**  
daily customer  
interactions



**33**  
languages



**300+**  
clients  
across 14  
sectors

**ALTOR**

Privately  
owned since  
**2017**

FOR OUR  
CLIENTS

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WE PROMISE  
TO BE

## Relentlessly committed to your ambition

BY GIVING  
YOU

Outstanding  
**reliability and quality**  
through empowered and  
highly motivated talent

Leading  
**tech and  
innovation**  
that keep you at the  
forefront

Unparalleled  
**agility and proactivity**  
in serving your needs  
with flexible solutions

AND BY  
BEING

**Curious. Nimble. Close. With an unfailing drive and can-do attitude.**

**THANK YOU!**



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