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# Unified Communication Technologies – Connecting Travel Industry the Right Way

Author  
Anoop Nair



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## Introduction

In modern times, when people are travelling more than ever, the factors which determine or influence travelling behaviour are becoming increasingly complicated and hard to decipher. It is difficult to pick and choose specific technologies that help to create a positive travel experience for consumers as well as translate into profits for travel organizations. This whitepaper attempts to throw light on how the organizations in the travel industry are leveraging technology for strategic advantage and also the type of services that modern travellers request. Here, we look at some innovative technologies that we believe are helping to enhance the travel experience. We also look at ways to decipher and use the latest technology which is constantly changing. This will help the organization to set apart their services from that of competitors, ensure customer loyalty, and attune themselves to new business models as and when required.

It is becoming increasingly difficult to put a finger on the elements that have a bearing on the consumer's travelling behaviour. The precise set of technologies that would enable the right mix of favourable customer experience and revenue gains for travel enterprises is hard to arrive at. This white paper gives a bird's eye view on the ways in which travel organizations are employing technology to their advantage while taking care of their customer's demands.

## Technologies that are changing the travel industry

### Mobile devices: connecting traveller

The mobile technology has a huge impact on the operations of the travel industry. It influences all aspects of a travel enterprises' biorhythm. Reports from leading market research companies indicate that subscriptions for wireless services have grown astronomically in the recent years and they also point towards a huge rise in the demand for smart phones.

Smart phones and new mobile devices have metamorphosed into the initial contact centres for online services. These devices lend a level of personal touch to customer interactions while being flexible. As studies indicate that more than 90 percent of airline passengers carry some sort of mobile device, travel organizations are investing in mobile device based services and applications that use Cisco UC to utilise this trend to its full potential.

### Location based services (LBS)

Destination travel services are also getting influenced by mobile technology. Travel enterprises are now providing customers with content which gives the travellers information about their proposed destination as well as allow them to virtually manoeuvre the place. JiWire's Mobile Audience Insights Report indicate that younger customers (under the age of 34) are more forth coming with sharing their personal location details indicating a wider acceptance for these kind of services among the younger generation.

### Social Media

Till recently, travel organizations used to be the one stop point for customers for all their requirements regarding the best possible travel plan available. In recent times, with social media influencing all aspects of life, travel industry has also undergone a sea of change with the 'social' aspect impacting all the phases of its lifecycle. Travellers today bank on reviews and recommendations posted by social media 'friends'. Though a travel company's budgets boast of a significant spend on marketing and promotions, the fact remains that word of mouth can still give any advertising campaign a run for its money. Communicating with customers via social media has become an integral factor in strengthening customer relationships, building the brand as well as enhancing the whole customer experience.

### Business Intelligence (BI)

The shift in the operations of travel industry to a digital platform has resulted in vast amounts of data being generated. All this data has to be processed in a way which would provide the company with useful information. In this context, a business intelligence platform if properly executed can give travel enterprises an edge over competitors. Some applications include:

- Market Research: Equips the organization to perform a complete analysis of market research, enabling them to take informed decisions about various crucial factors like product positioning, new trends, new products available, customer behaviour, demographics etc.
- Customer Satisfaction Analysis: Helps the travel enterprise to run a well-oiled system that controls, coordinates as well as optimises the operations of the airlines agents and fleets in such a way that it helps the organization acquire and retain existing customers.

## Virtualization

With the intelligent design of IT infrastructure and systems gaining more and more prominence in recent times, virtualisation is poised to become the next big thing in the travel industry. With the help of virtualisation, organizations can now unify the technology systems. So, physically separate systems running at ten percent utilization, can be combined to act as a single unit with seventy percent utilisation. This would mean that such savings in hardware costs will more than compensate the cost of the virtualization software. Cost cutting would also permeate to deeper levels like space, cooling and manpower cost savings.

## **How Cisco UC can help to adapt new Technologies that are changing travel industry**

In present times, traditional voice architectures are being replaced by state of the art unified communications which takes connectivity, communications and collaboration to whole new levels. By employing unified data, organizations can now integrate voice and data from multiple locations into one centralised location. It brings with it the latest features and applications that helps increase the organization's yield capacity multi-fold while bringing down the risks and telephony costs.

### The IMPROVED features By Unified Communications

Unified communications based on SIP symbolises a new range of applications and services that were unavailable previously as it brings together multimedia and collaboration capabilities. This helps to improve communication operations followed by businesses and also paves the way for new capabilities. Unified communications is thus proving to be something far greater than an emerging IP application. Some of its key benefits are outlined below:

- Companies can now afford to be more adaptable and flexible due to the media independence generated. Since SIP is media agnostic, it enables different applications to be used on the same platform thereby allowing workers to communicate easily with one another, independent of the location and device.
- New applications can be combined in a faster and easier way as Unified Communication is standards based. This means that developers can easily connect to new applications which bring down the cost of integration.
- Unified communications boasts of a mixed media that helps to combine collaborative and communications applications with advanced desktop capabilities. This enables the companies to bring forth applications through intuitive PC interfaces with presence indicators.

## The Basic components of Unified Communications

- Voicemail: The telephony system has been using voicemail for a long time and it is used by companies of all sizes. Advancement in this field would involve a system that is able to provide a single voicemail box that can be reached from multiple devices.
- E-mail: This is another time tested traditional application that is likely to see users shifting to more sophisticated tools like community forums, chats etc.
- Web conferencing: This system has seen a tremendous growth in its usage over the years. The advantage of this tool lies in its ability to share information with multiple people spread over different geographical locations.
- Audio conferencing: Although a lot of companies use audio conferencing services from network providers, those that integrate it with a UC suite is found to break even in less than a year.

## The New and advanced components of Unified Communications

- Videoconferencing: This is not an essential component for a company but it enhances a company's productivity. The improvements in the quality of videoconferencing and easier methods of doing it have made this very popular and more sought after than before.
- Mobility: Mobile enablement is rapidly driving greater UC adoption also known as BYOD. A robust mobile client can be used to bring feature parity, whether a user is in or out of the office.
- Social media: This helps to improve connectivity between users. Social miner from Cisco is very helpful as it collects the required information and helps to improve communication between social sites and UC.
- Communications-enabled business process (CEBP): The coming years will witness an increase in the way application developers combine UC functionality with business applications, translating into companies finding new ways of handling business processes centred around communication tools. This will give rise to a number of communications-enabled business processes.

## Need for Unified Communications Now

Although communications technology can be expected to grow in leaps and bounds in the coming years and new features will be simultaneously added; in today's ever changing market conditions, organizations need to leverage the facilities at their disposal. This ensures that they are always ahead of their competitors. By deploying Unified Communication tools, enterprises can ensure that they are using their existing applications to their full potential as well as unify these applications to ensure a better work environment for their employees. Organizations should invest efforts towards finding out how Unified Communications can speed up their time to market as well as create a more productive work force.

## The company to help you grow as leader in the travel industry

Happiest Minds Technologies Pvt Ltd with its emphasis on delivering solutions for the travel industry is the best option for travel organizations. Happiest minds sets itself apart with the following features:

- By being a pioneer in the designing and delivering advanced solutions for modern age travel organizations
- By employing the latest technologies to create solutions that can be personalized to cater to specific industry needs

Happiest minds provides the travel industry with UC technologies that enable travel organizations use UC features to maximum potential, unlike other service providers who provide features that are not in-line with customer expectations. Please check the Happiest minds portal for more assistance.

### About Happiest Minds Technologies:

**Happiest Minds**, the Mindful IT Company, applies agile methodologies to enable digital transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights. We leverage a spectrum of disruptive technologies such as: **Big Data Analytics**, AI & Cognitive Computing, Internet of Things, Cloud, Security, **SDN-NFV**, RPA, Blockchain, etc. Positioned as “Born Digital . Born Agile”, our capabilities spans across product engineering, digital business solutions, infrastructure management and security services. We deliver these services across industry sectors such as retail, consumer packaged goods, edutech, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and **travel/transportation/hospitality**.

Headquartered in Bangalore, India; Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.

To know more about our offerings. Please write to us at [business@happiestminds.com](mailto:business@happiestminds.com)