

# Panel: Will mobile be the death of travel management?

Nina Ruokonen, Glenville Morris,  
Andreas Wellauer and  
Aurelie Krau's presentations



# Nina Ruokonen, ex global business travel leader at Microsoft and Nokia



# Case Study: Nokia

## Nokia before Microsoft's acquisition April 2014: Having mobility, mobile devices and mobile apps as company business and strategy

- **Nokia's core business.**
- **Mobile Travel Assistant (MTA) service** as one of the first companies in use.
- **Nokia Travellers and company culture** very pro-tech.
- **Nokia's suppliers** needed to develop and support the Windows ecosystem.
- **Change in travel strategy** after 2011 with clear view to mobility.



## Learnings:

- Internal ownership, project management, amount of time and internal cooperation.
- Trust from travel suppliers, good relationship and a clear business case.
- Internal communication and getting people to use the tools and apps.



Gone are the days when travelling for business meant missing key meetings at the office, eating in random restaurants the locals would avoid for dear life, or missing flights because you'd misplaced the itinerary.



This is, of course, in large part due to the wonders of mobile technology, which has made business travel a lot less hectic and a lot more manageable. And when it comes to making work trips go smoothly, there's no better smartphone than your Nokia Lumia. To see some of the reasons why, check out these super useful business travel apps, all just a click away at the Windows Phone Store.

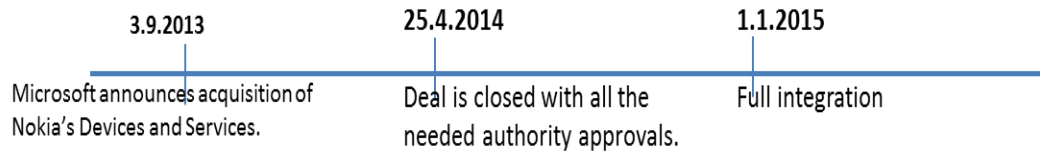
[Carlson Wagonlit Travel \(CWT\) To Go](#)

**What is it?** A travel planner in your pocket.

Hip, hip, hooray, the can't-live-without-you king of all travel apps has just premiered at Windows Phone. CWT To Go won the GBTA's Business Traveler Innovation Award for Outstanding App in 2012, and for a very good reason. Powered by

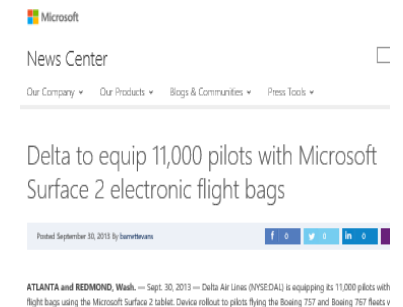


# Case Study: Microsoft after Nokia acquisition



Teams from MSFT and ex-Nokia evaluated both companies' approach to mobility:

- Microsoft concentrating more to their “legacy” products and mobility.
- Microsoft recognised some apps used by their travellers but no official programme existed.
- Microsoft has no TMC app. Acquired part of ex-Nokia lost their no. 1 travel app.
- Microsoft employees did not have an official or “single” approach/policy to mobility or mobile phone usage either.
- When full integration happened 1<sup>st</sup> of Jan 2015 Microsoft Corporation adopted much of the mobile and apps strategy, which was in use in ex-Nokia.



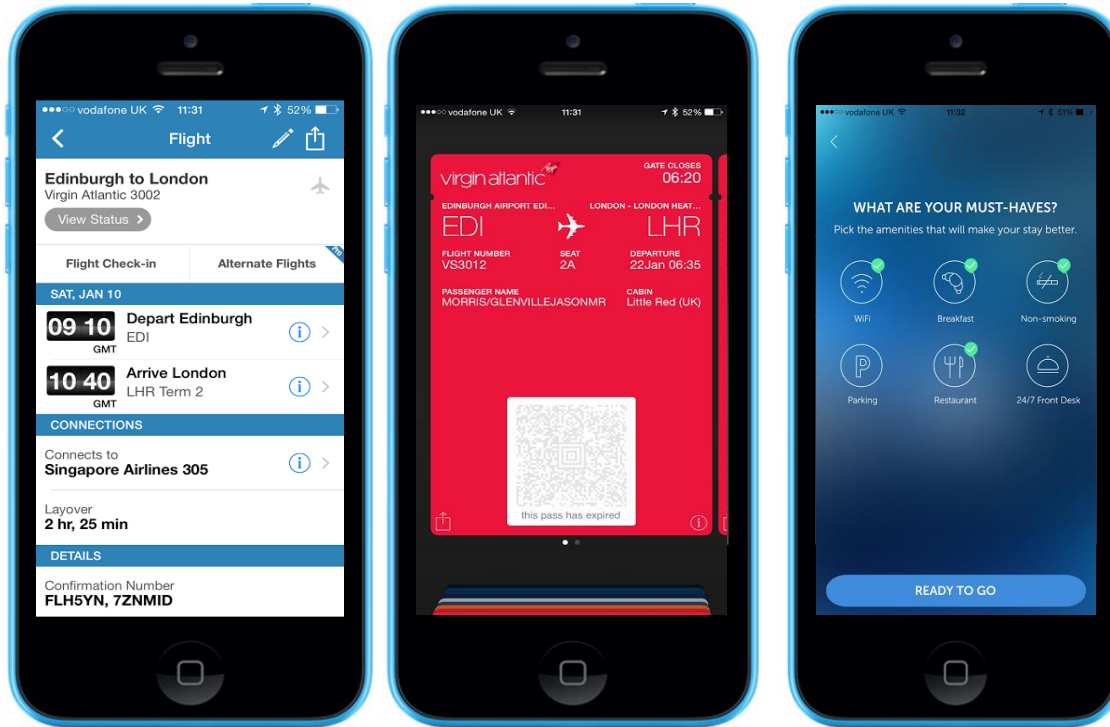
**Learnings:** existing product offering / business, company culture, existing hierarchy in decision making, freedom to make strategy changes, approach to suppliers.



# Glenville Morris, head of consulting Mobile Travel Technologies (MTT)



# A Travel Story



Glenville shared his experience of a recent trip from Edinburgh to Singapore.

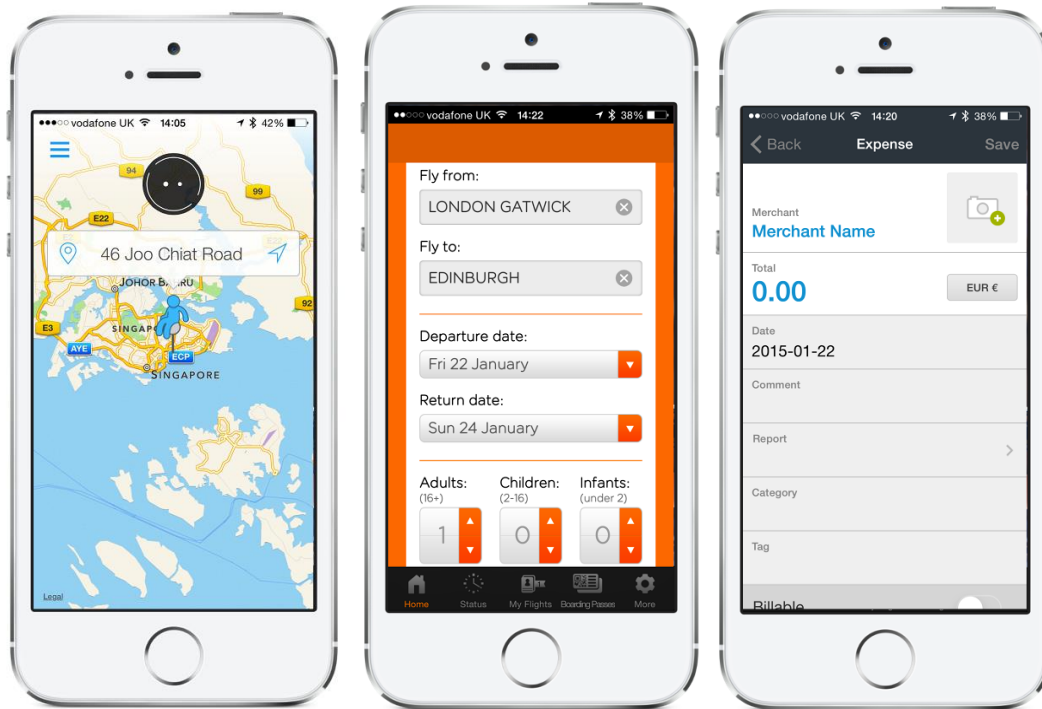
After booking through his TMC, he imported the itinerary to Tripit, Traxo, Worldmate and Tripcase (he self-confessed he is mobile obsessed)

Google Now then read his Virgin Atlantic confirmation and told him when check-in was open. He checked in and added his boarding pass to Passbook.

He added: "I hadn't booked a hotel segment as I knew Booking.Now would show me personalised last minute hotels at a good deal. Not exactly in travel policy but it's so easy



# A Travel Story continued



The next morning Glenville booked a taxi to his meeting using Hailo.

A few days later when he arrived back in the UK, Glenville received a push notification from easyJet saying his flight home from London Gatwick is delayed. He opened the app immediately and changed the flight to get home later that day, without having to speak to anyone at MTT or easyJet.

With hours to kill at the airport Glenville decided to transfer the expenses he'd been tracking on Expensify to his company's tool.

# Who's missing in action throughout this?

The travel manager and TMC! It made the original booking but after that...

**Travelport ViewTrip™**

This Electronic Ticket Receipt has been brought to you by Travelport ViewTrip and your travel provider.  
For the latest information on your travel plans, view your itinerary at [ViewTrip.com](http://ViewTrip.com).

Reservation Number 97TZF4 [View Electronic Ticket Receipt](#)

Traveler

<b>Passenger Name</b> MORRIS, GLENVILLE	<b>Billing Address:</b> MOBILE TRAVEL TECHNOLOGIES LTD 4TH FLOOR HANOVER COURT ERNE STREET LOWER P/DUBLIN 2	<b>Delivery Address:</b> No Address On Record
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- Airlines and third parties like TriptIt are providing the in-trip service and they are also selling the ancillary services.
- Apps like Booking Now and Hailo are going direct to the traveller, enticing them
- Even if you agree with the Open Booking view of the world, in this case the TMC/corporate did not have a good view of the spend, at best piecing it together through expense reports

# Trending: What's Happening Now?

## Mobile First

Up to four devices on a business trip. Approx. 95% of business travellers own a smartphone and 64% own a tablet, with 41% using phones the most when in-destination. Virgin Atlantic recently announced that travellers use 3TBs of data every month in their Clubhouses (reserved for Upper Class and Gold members)

## Autonomy

The new 'age of traveller control'. Today's business traveller wants to be able to book and manage their itinerary. They expect to transact on mobile and if that is not supported, travellers will bypass solutions that do not support mobile.

## Expectation

Convergence, design, UX and 'it just works'. They want the same functionality regardless of device. They've come to expect the same ease of use, design and performance that they get from consumer technology.



# Trending: What's Next?

## CONTEXT AWARE TRAVEL ASSISTANTS

- Itinerary management is entry level
- Itinerary managers really know where you are, what's happening and can act on data

## RISE OF DATA SNACKING

- Today's extensions, widgets and notification centres are built on glances and notifications initially – look at the Apple Watch
- The biggest trends in mobile has nothing to do with apps, it's the new world that you can do outside of apps

## TAP & GO

- Talking about year X as the year of mobile has passed, we should be talking about the year of mobile payments
- The APAC region will lead on NFC and mobile payments by 2020. Above US at 31% and Europe at 21%
- Payments via NFC-enabled handsets due to account for US\$130bn in retail spend by 2020
- ApplePay – 1 million credit cards activated in the first 72 hours



Glenville: “Travel has changed so little, we have stood still whilst other industries around us have moved forward. But the travel market is ready for change and mobile is leading that change.

“You ask whether travel management has been killed by mobile, is it dead? Well it’s close to dead, stunned at least

“I’ll end on these quotes...”

“The trend has been  
mobile was winning;  
Mobile has won”

Eric Schmidt – Google Chairman

“It is not the strongest or the  
most intelligent [TMC] who  
will survive but those who  
can best manage change”

Charles Darwin (nearly)

# Andreas Wellauer, CEO Galiant Consulting



# THE CHALLENGE



# The old way of looking at mobile

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# The new way to look at mobile

Evolution > Revolution > Disruption > Opportunity



**GLOBAL  
RANDOM  
DECENTRALISE**



Current Data	Future Data
TMC	Direct Bookings
Air	Add-on Services
Hotel	Loyalty Programmes
Car Rental	Flown Data
	Restaurant Spend
	Taxi/Limo
	Service Recovery
	Online Portals
	Airbnb/Uber
	Social Media: Twitter, Facebook, YouTube
	Online User Interaction
	Visa & Passport
	Private TripAdvisor/Customer Satisfaction
	Mobile Payment
	VAT
	Traveller Tracking

# Areas for buyers to consider



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# Aurelie Krau, founder, TravelThink



# How the market has changed

<p><b>New market configurations and phenomena involved</b></p>	<p><b>1<sup>st</sup> revolution</b></p> <p><b>Internet</b></p> <p>Online booking channel</p> <p>Web 2.0</p> <ul style="list-style-type: none"> <li>- Social networks &amp; Interactivity</li> <li>- Share of voice/reviews: anyone becomes promoter/detractor</li> </ul> <p>Buzz</p> <p>Power of online dimension</p>	<p><b>2<sup>nd</sup> revolution</b></p> <p><b>Mobile</b></p> <p>New behaviours/Mobile booking channel</p> <p>Constant access to information</p> <p>Extreme personalisation</p> <p>BYOD</p> <p>Multi-device – ATAWAD</p>
	<p><b>Impact on travel industry and travel management</b></p>	<p>Competitive landscape</p> <p>New players and rise of OBTs</p> <p>Ratio of power:</p> <ul style="list-style-type: none"> <li>- Brands-brands</li> <li>- Consumers-brands</li> </ul>



# Evolution of travellers' profiles

Consumerisation / Blurring

Social media effect  
(share of experience, immediacy)

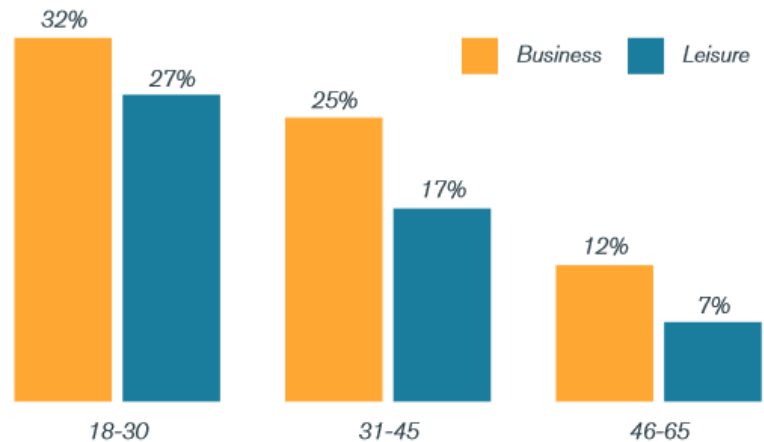
Not a booking > a travel experience

Context of Bleisure

## Zoom on Millennials

- Gen Y / Gen Z: tech savvy
- Will account for 50% of employees among companies by end 2015
- 49% of Millennials plan as well as book trips on their smartphones

Use of Smartphones for Booking Business and Leisure Travel (%)



Source: Expedia Future of Travel study



# Catching up with mobile... or not!

**79%** of people have their **phones** with them **for all but two hours** during their waking day  
→ pressing importance for travel players to develop mobile strategies if they have not already

## Key stakeholders & new entrants

Landscape:

- TMCs (acquisitions, Labs...)
- IT solutions providers (product revamp)
- Native mobile players
- Suppliers

## Travel Managers

Evolving role

Understand their travelers

Embrace new behaviors

Engage travelers

→ New way to manage travel

