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TRAVEL & HOSPITALITY SPECIAL

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## 20 Most Promising Travel & Hospitality Technology Solution Providers - 2017

In the highly competitive travel and hospitality sector, success depends on knowing customers and serving their needs. Technological innovations are driving the travel and hospitality industry to move beyond the niche—from early adopters of social, mobile, and cloud to be more information driven and customer-centric. From taking virtual-reality tours of vacation spots and facilities to checking-in with biometric sensors or receiving automatic concierge and house-keeping services, technology has broadened the definition of personalized services, contributing toward an enhanced customer experience.

Artificial intelligence (AI) and machine learning are reaching a new level of maturity and are poised to transform the travel and hospitality industry by bringing in automation in bookings, transactions and administrative tasks. With huge amounts of historical and behavioral data on previous customers and travel trends, AI can easily combine travel and customer intelligence and turn it into remarkably usable information that can impact an individual traveler's trip planning experience. In addition to the plethora of technologies, the promise of IoT is also going beyond

the customer experience. For instance, hoteliers, airlines, and other travel companies can leverage connected sensors to improve operational efficiencies such as energy and water consumption.

A confluence of technologies, including faster processing power, cloud computing, and IoT will come together to push the mobile channel to the next level—removing existing pain points from travel and improving the overall trip experience in the process. For the industry, the key lies in identifying the most relevant technology that gives customers a pleasant and personalized experience. There are a host of technology solution providers who bring their best-in-class solutions towards winning the travelers.

Our selection panel has evaluated hundreds of travel and hospitality solution providers based on their ability to assist CIOs and enterprise holders overcome the challenges in the sector and to help companies choose the perfect travel and hospitality solution.

We present to you CIOReview's 20 Most Promising Travel and Hospitality Technology Solution Providers 2017.



**Company:**  
TravelWorks

**Description:**  
TravelWorks is a division of PC Voyages that offers a real web-based back-office system for travel agencies

**Key Person:**  
Jean Corneau  
Co-founder and Owner

**Website:**  
travelworkssolution.com

## TravelWorks Back-Office Automation Stalwarts

With a diminution of agency commissions and lower profit margins, the travel industry has seen its share of changes over the last decade. In the quest to remain profitable and attractive, travel agencies have laid their wager on impeccable customer service and optimized business processes, which primarily involve automating administrative tasks. In such a scenario, the pressing need of a reliable management system is the main stake to allow travel agents to focus on what they do best: sell travels. By offering a cloud-based, robust, reliable, and user-friendly back office solution, the Montreal, Quebec-based firm, TravelWorks is redefining the travel landscape. TravelWorks assists travel agencies to optimize their day-to-day operations by centralizing and automating all operations such as booking, invoicing, marketing, and accounting, through their cloud management system thereby improve productivity and boosting revenues. Being a cloud based solution; it requires no installation, server or maintenance to take care of and no back-ups to manage.



TravelWorks' back office system offers both CRM as well as accounting

auto-pilot capabilities and extends several features that improve customer service. "We offer a global solution for effective travel agency management in a high secured cloud environment whatever the size of the business: from single owners to multi branch organizations," adds Jean Corneau, Co-Founder & Owner, TravelWorks. Pre-built message templates can be used or customized, and every travel agency can set up the system with their own rules. Another optional module that the firm offers is their Trip N' Touch mobile application, fully integrated into the TravelWorks back office which will upgrade travelers' experience and enhance travelers' stays. Trip N' Touch is a genuine travel assistant for travelers, which covers trip details, such as transportation, accommodation, activities and tours, flight details and status, extensive travel guides, offline maps and directions, trip journals shared on social medias, nearby places, and currency converter.

Specially designed for the travel agents and managers, the solution sports a real-time activity dashboard allowing every travel agent to set up a real-time travel agent performance, and active reminders dashboard. In addition, hundreds of different sales reports can be generated according to multiple selections. "We recently launched comparative report feature allowing managers to schedule a comparative report and sending to several email addresses on a monthly, annual or periodical basis, without having to reschedule it for each period," states Corneau.

TravelWorks places superfluous emphasis on developing customer focused solutions and delivering excellent customer support through their online portal with quick response time. Being a cloud based solution; the system is easy to

integrate with 3rd party suppliers such as GDS, insurance suppliers, and online reservation websites through XML file exchange via web services.

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The firm also invests a substantial amount in R&D every year to evolve their solution by infusing cutting edge technologies. One of the recent developments is the launch of a tablet version of the cloud software (iOS and Android) to facilitate the invoicing process for mobile travel agents through finger touch screens while also enabling them to manage a new sale on the move.

Having served thousands of users in Canada, it was in 2016, that TravelWorks entered the US market. Corneau mentions that every week, they receive diverse prospects from the U.S. who realize the innovation that TravelWorks brings to the table. Corneau affirms, "We continue to leverage our expertise over the last 28 years, and aim to demonstrate our differentiation in the market by offering the most cutting-edge technologies that are wholly dedicated to the travel industry." CR