

# Eye for Travel The Always Connected Traveller

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# TUI Travel



220 brands worldwide



30 million customers



50,000+ employees

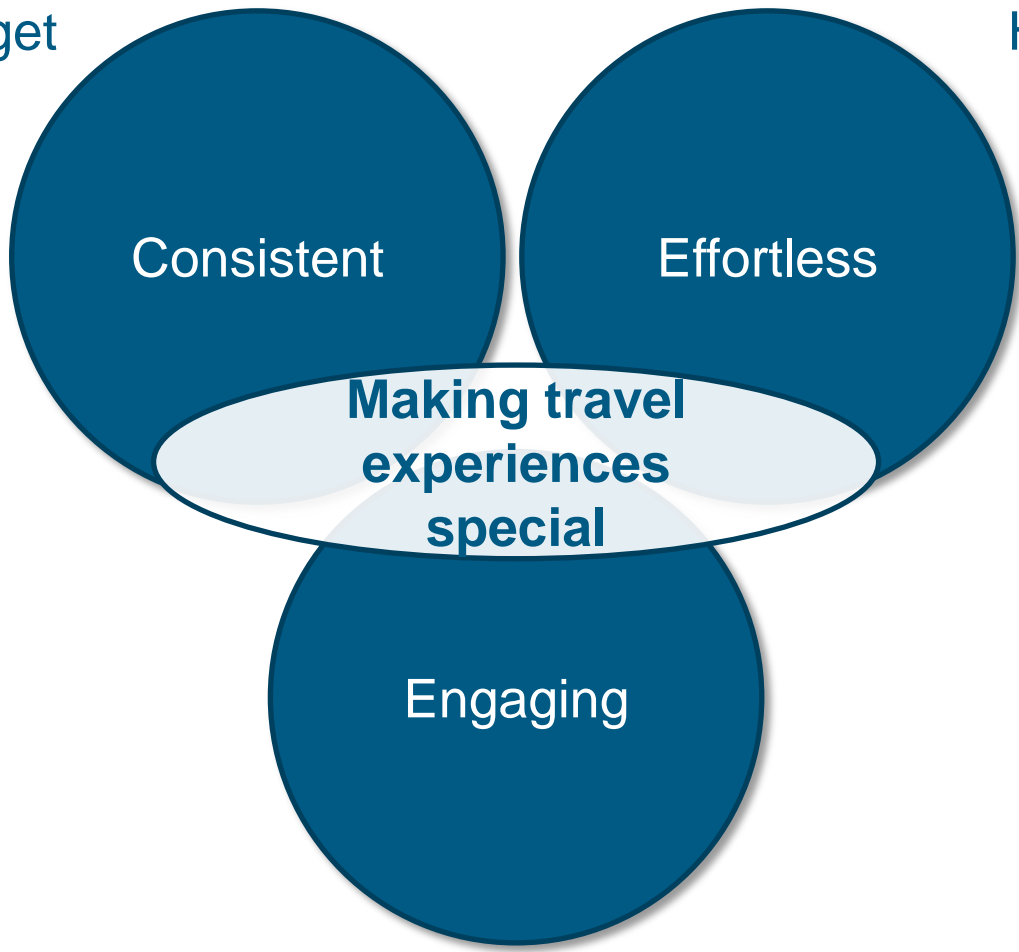
FTSE100 company



# Delivering our vision

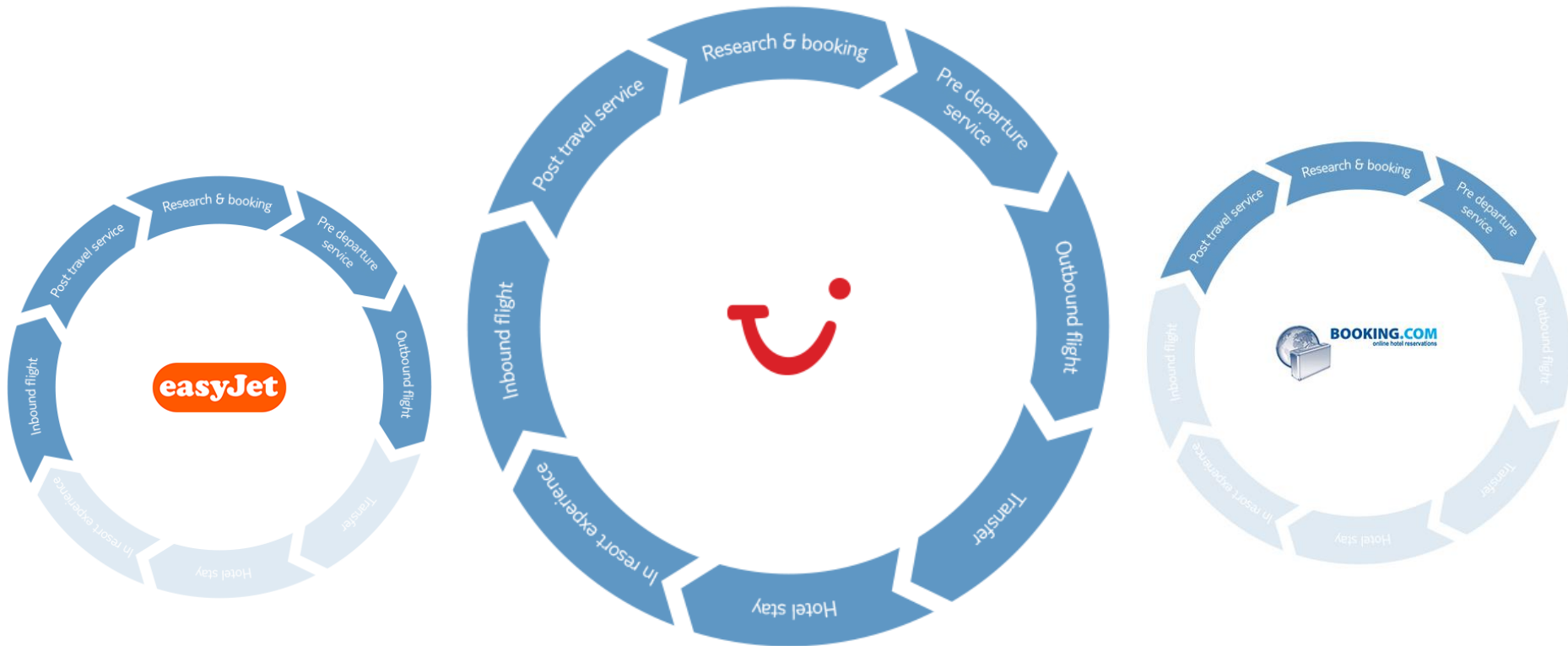
What I get

How I get it



How I feel about it

# TUI are in a unique position across the full customer journey



# Our challenge is how we deliver a seamless experience across all our channels and touch-points



In-store



Marketing



Mobile



Online



In-resort



Flight

# Two key initiatives in delivering this seamless customer experience

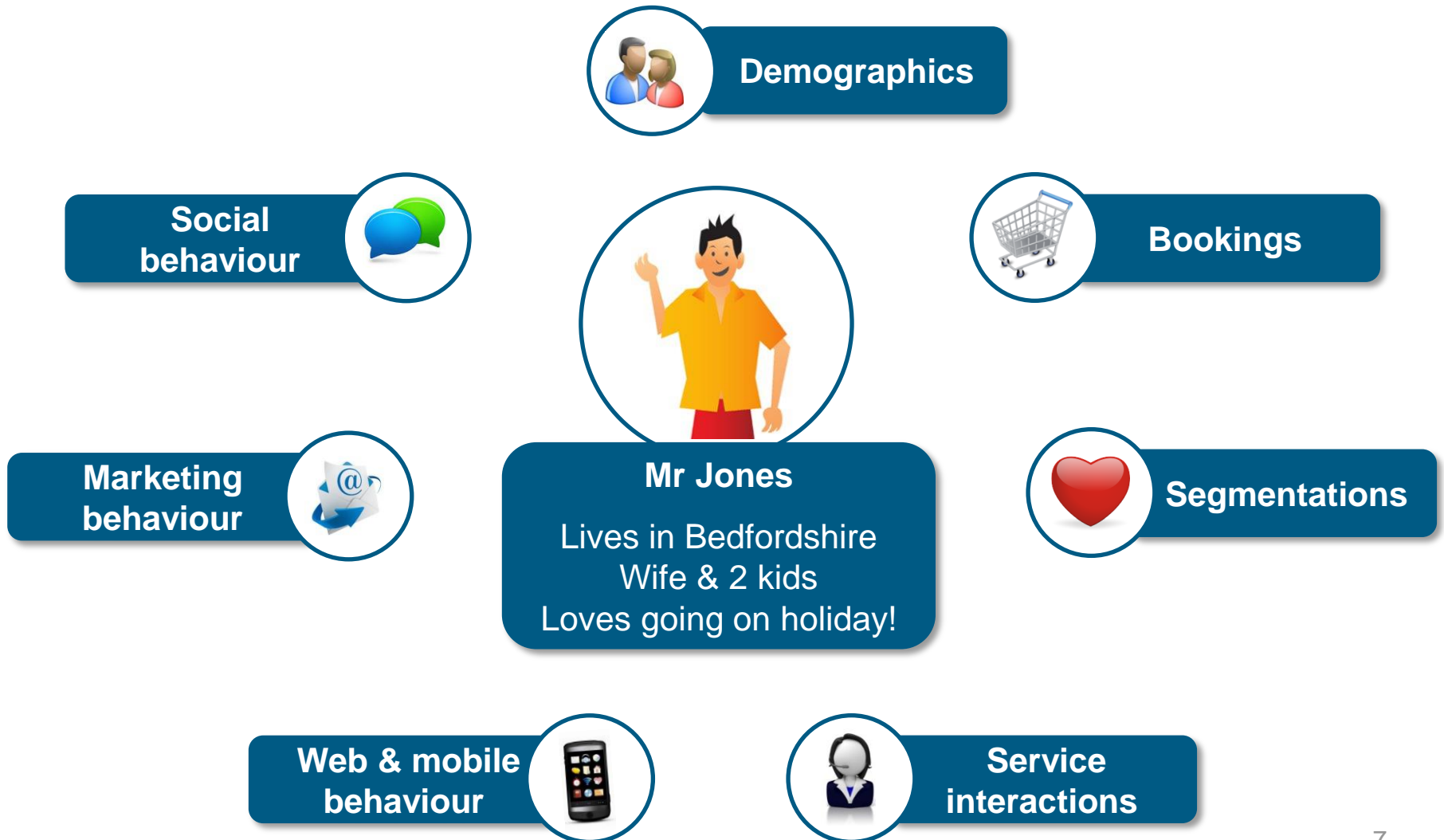


Single customer view



TUI digital assistant

# Our new single customer view means we can now tailor interactions based on needs and preferences



# Supporting a fantastic customer experience and incremental business value

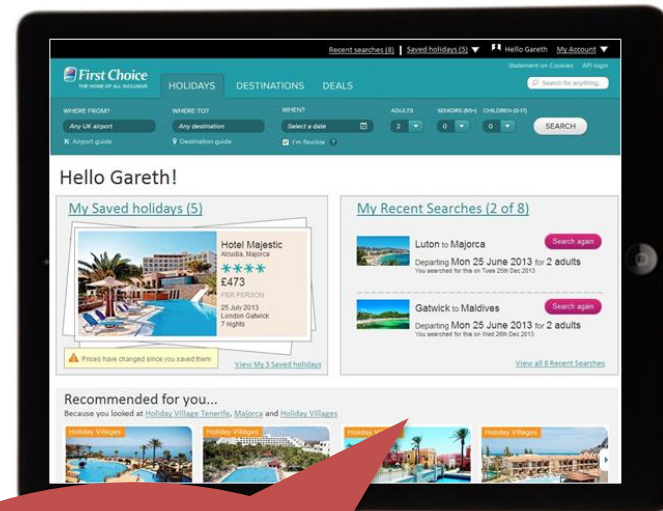
Digitising the human



Humanising the digital



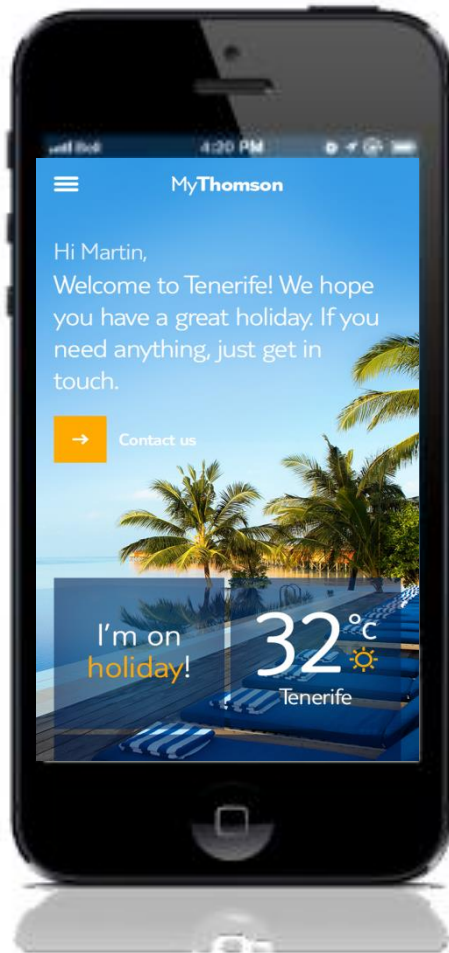
I'd recommend Sensatori Tenerife this year Mr Jones, and I can offer you a special ancillaries package at half price



Wow! Here's some really useful recommendations for more hotels just like the wonderful hotel we stayed at last year



# The TDA was launched in May 2013



390k downloads

150k active monthly users

5 markets live 12 months after prototype TDA launch in May 2013

4 significant marketing award wins in 2013/14

1 rank in UK Apple Store for 11 days in 2013

The most popular and shared features are:

- Hotel and resort information
- Flights
- Extras
- Weather

# TDA Video

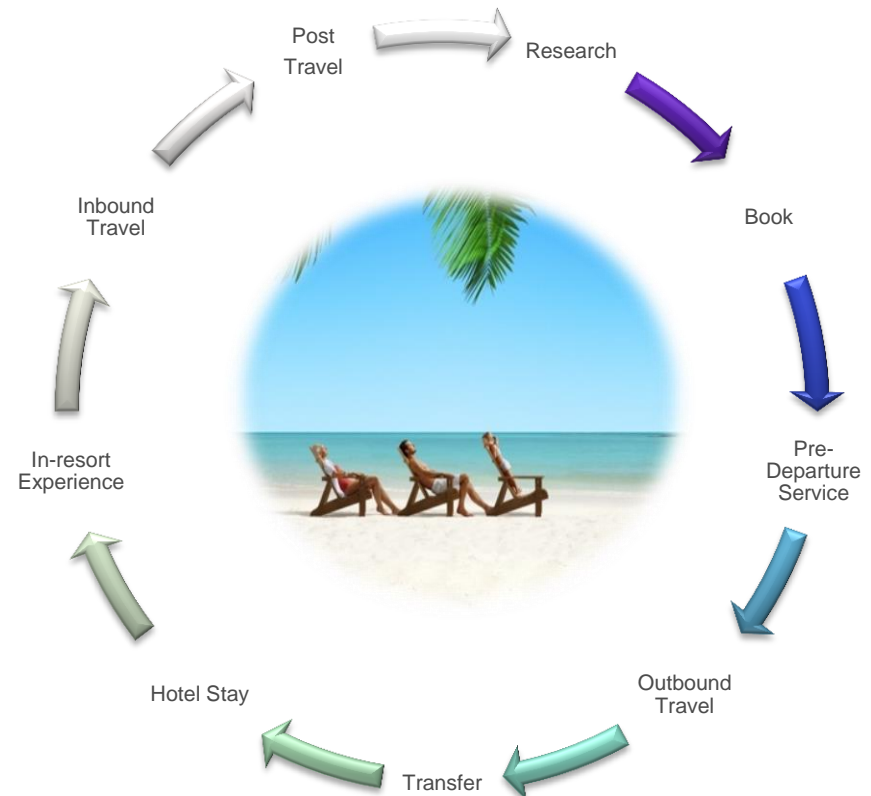


# Vision and direction

**Mobility will deliver world class products and features to provide our customers with a differentiated, simple, seamless and commercially optimised mobile experience throughout the holiday circle**

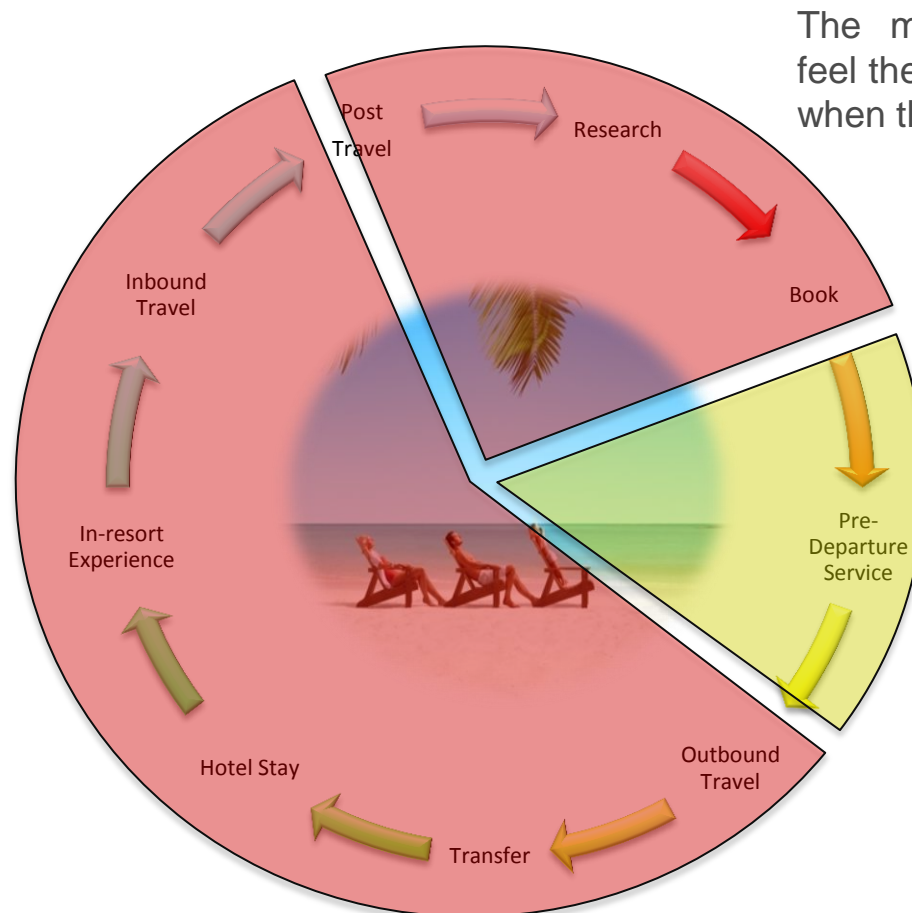
## Principles of mobility

- Creation of a world class mobile app to enhance and differentiate the customer experience
- To be commercially successful
- To enhance the customer's journey at all points of the holiday circle
- To extend the use of the app to all our products (Cruise, Flight Only etc.)
- To develop the app to inspire customers to book and rebook their holidays
- A mechanism for constantly being in touch with our customers



# Vision and direction – progress to date

The TDA set out to focus first on pre-departure planning. Future phases need to build on this and deliver a proposition rich enough to create real engagement through the rest of the holiday circle



The majority of customers feel they didn't need the TDA when they get home

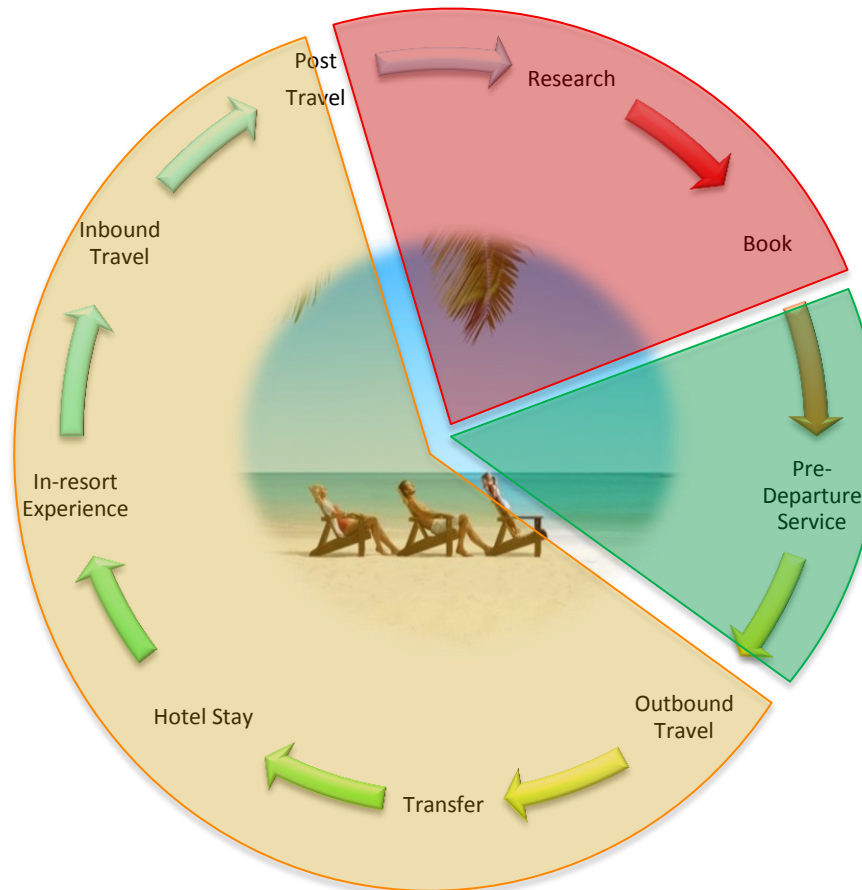
99% of customers who downloaded the TDA used it before they went on holiday

Most customers who downloaded the TDA **did not** use it while on holiday

# Vision and direction – the future roadmap

## 2. Engage

- Focus on features that engage customers during their holiday experience
- Encourage “stickiness” of TDA
- Extend use of TDA further through holiday circle



## 3. Stay Connected

- Personalisation of messaging post holiday and pre booking
- Inspirational features to help customers choose their next holiday
- Establishment of TDA as a booking/rebooking channel

## 1. Activate

- Ensure active in all source markets
- Complete device rollout
- Improve functionality in place
- Optimise bookflow
- Features customers have to have

# Summary

## Summary

- Staying connected and engaging with our customers throughout the holiday circle is of fundamental importance to us
- Single view of the customer and the TDA are key tools to assist us in achieving this
- Our roadmap will transform our mobile app offering from a digital assistant to being the platform for engaging with our customers
- Shouldn't forget technology is an enabler to excellent customer service and our people are fundamental in this

