

Travel Company of the Future

What's wrong...

Zen is thinking about his next holiday. He's churning through websites for ideas but remains uninspired. Why can't the process from start to finish just be easy?



He's found great holiday options through reading online blogs and magazines but can't find these experiences on any travel company websites. The **websites are uninspiring, navigation is hard work** and they don't give him options to tailor and book that great blog he was reading.

Zen is frustrated! How difficult is it to book an experience that fits his needs in a really simple way – surely someone does this well? He decides to visit a store to speak with someone that may be able to help.

He explains his requirements to the store agent and refers to what he read in the blog, hoping they can replicate the experience. The agent listens and starts to recommend similar packages, but these don't match Zen's requirements. He feels disheartened and **the pressurised selling technique is not helping** - neither is the dreary look and feel of the store.

He's not getting anywhere with the agent and decides to leave the store to continue his search online.

After weeks of searching websites, Zen books a holiday. He's pieced it together himself and struggles to keep tabs on all the details throughout his trip.

Zen sets off to the airport with his travel information in separate emails and calendar entries. Searching for booking reference numbers, hotel details and links of things to do is always a chore.

After a few days of relaxing by the beach, he contacts the company he booked the holiday with for advice on what to explore. Unfortunately, they have limited knowledge of the local area. Zen wishes he had done more research before he left.

Upon arriving home, he decides to make a complaint on the lack of support he received. The call centre tells him to write a letter to head office. He visits the store and they tell him to contact the call centre. He writes a letter but doesn't hear back and eventually gives up. He posts his frustration on social media sites and warns others on the company's failings.

He shakes his head and wonders **when will there be a company that offers a great all-round experience?**



Our vision...

Zen is recommended new trips based on his previous trips and what he's been reading about on other websites. How is this possible, he thinks? Finally, a company that knows who I am and what I want!

Our website is simple and easy to use – it includes crisp, inspirational pictures that are constantly updated. Zen clicks a picture, which provides easy-to-read information on the trip behind it, uploaded by one of our customers. **Zen could book the same trip with one click** but chooses to continue researching.

Zen explores and reads about new holiday ideas via our affiliate travel blogs. He also **engages with members of our travel community** to get further advice – all of this provides him with extensive detail of potential trips – perfect.



BUDGET

£

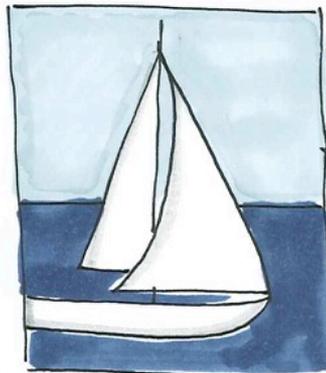
££££

WEATHER



ADVENTURE VS. RELAXATION

OUR SUGGESTIONS...



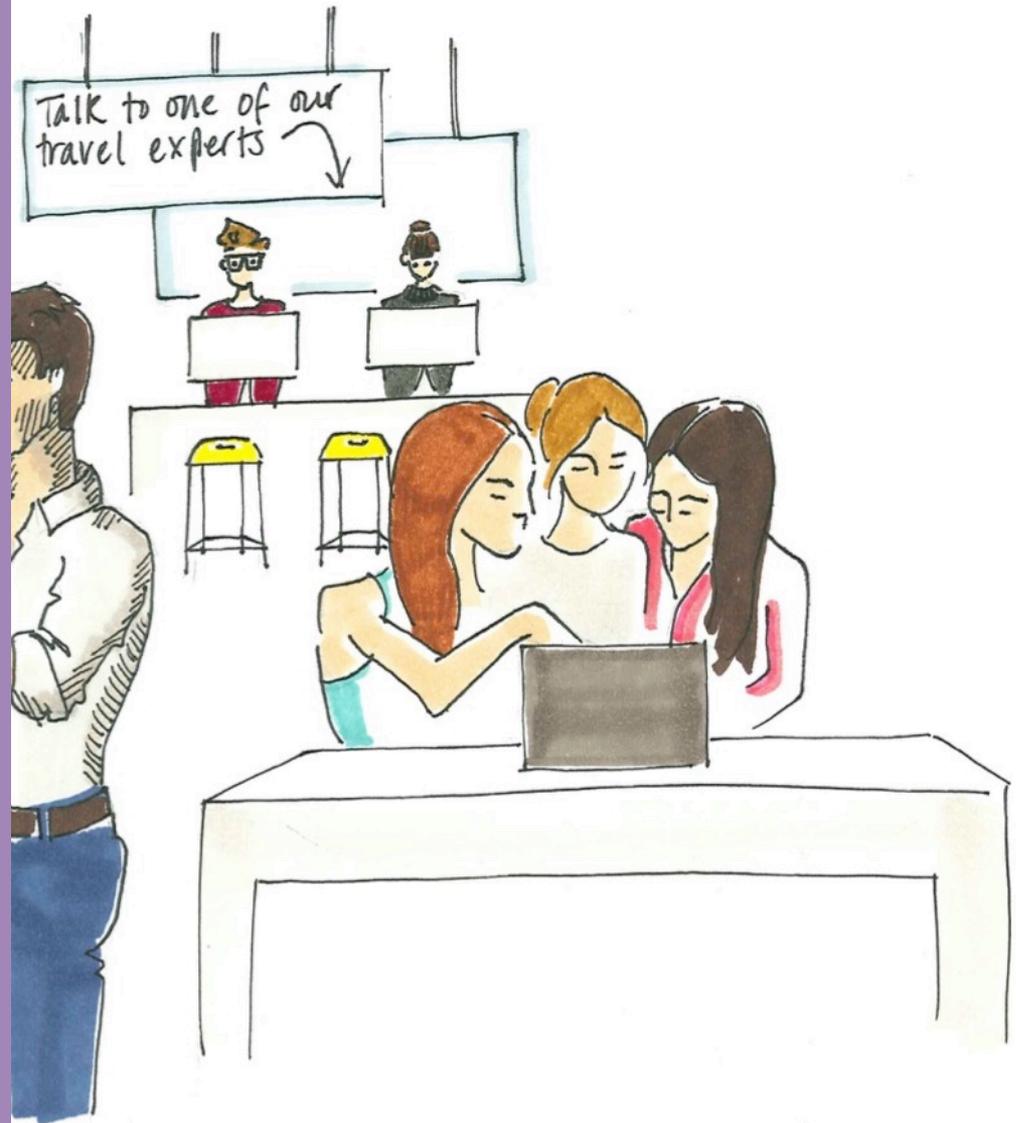
Zen uses the website's dynamic sliders to generate holiday suggestions that are tailored to his preferences and previous browsing.

We know about Zen's previous trips and what he liked and didn't like. We also know the articles and websites he's been looking at and we present options unique to him. He uses our dynamic sliders to further fine-tune these options. He tweaks the temperature setting, meal preferences and the activities he loves. This leaves him with two great holidays – **he adds these options to his basket to review later** via his travel wallet.

Zen shares the holiday with his friends – they are fully integrated in the process and see a short video clip of the options in their travel wallets.

Seamless integration between channels makes for a flexible and easy journey. And Zen experiences this when visiting one of our destination stores.

Whilst waiting for feedback, Zen heads to one of our 30 destination stores dotted across the country. These stores are designed to **excite** and **inspire** Zen with no intention of selling. It's a **relaxed** environment, perfect for checking emails or meeting up with friends over a coffee.





While in store, Zen talks to our travel experts and gets some great recommendations that he adds to his travel wallet.

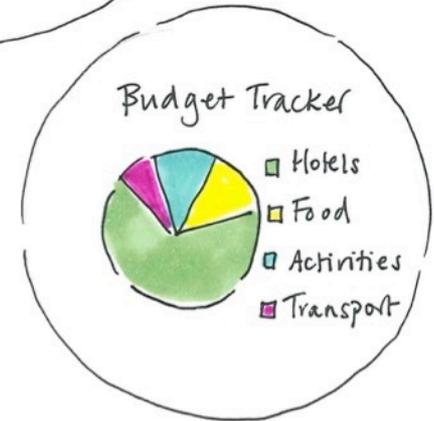
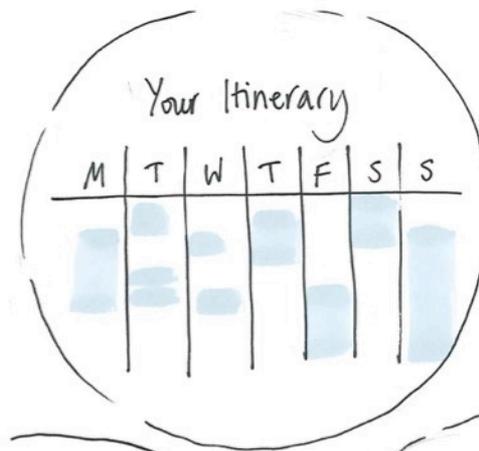
Zen retrieves the two options and views them on the big screen. The holiday is becoming more real! He speaks to a store colleague and is impressed with her knowledge of the local areas – it helps having lived at both destinations! She offers Zen some great recommendations and he adds these to his wallet for him and his friends to review later, and leaves the store.

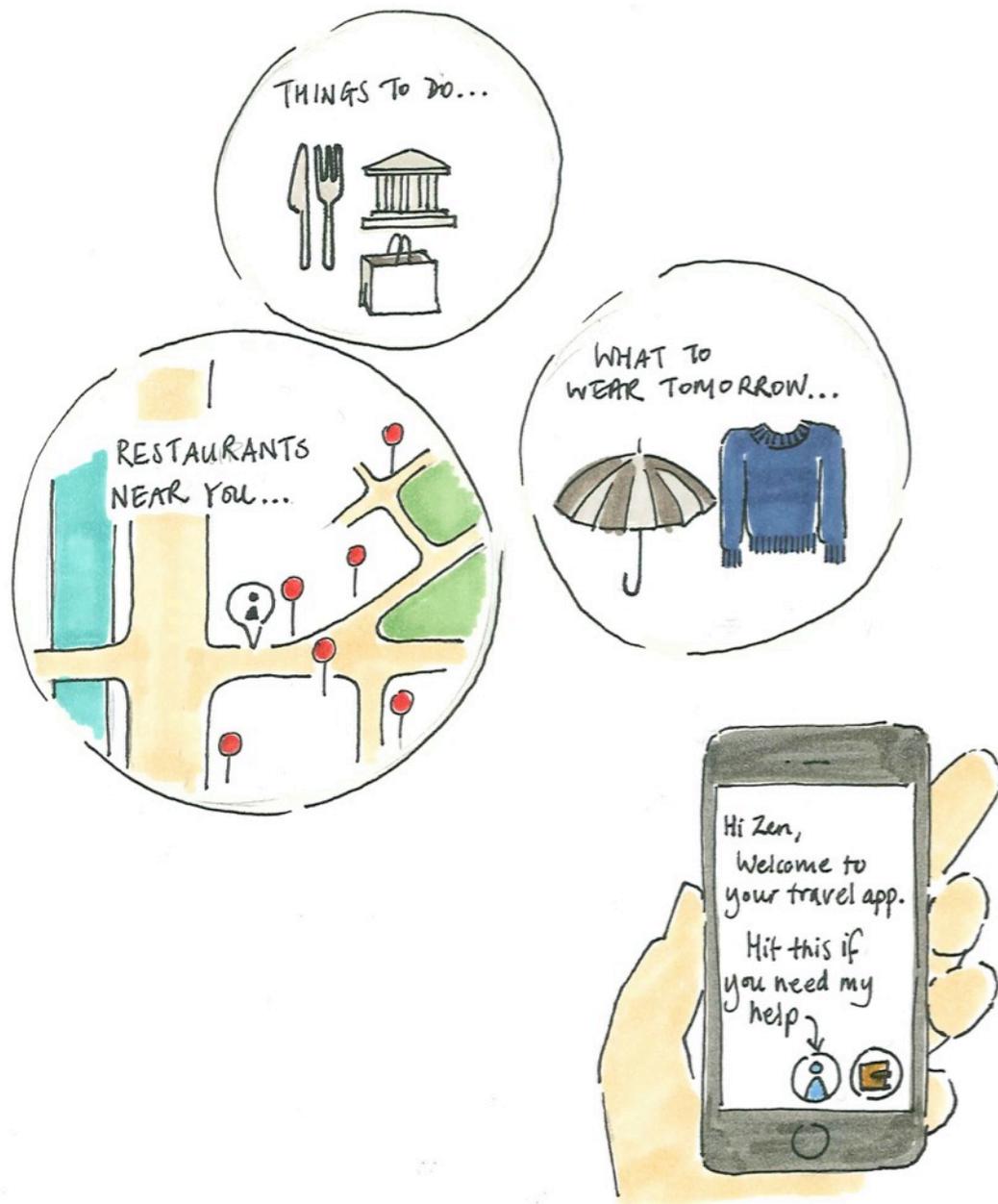
No pressure, just great advice.

Having viewed the updated recommendations, Zen and his friends agree on one version of the holiday and the trip is booked in the travel wallet! What a simple, stress-free experience.

From the start of Zen's trip, all of his documents and details are in his travel wallet. Everything in one place - how simple!

His travel wallet is loaded with his entire itinerary with easy access to his buddy via the instant messaging service. His buddy recommends a great restaurant for dinner upon arrival – and after a few minutes of confirming with his friends, the restaurant is booked and a confirmation is sent to the group.





Throughout the trip, Zen's buddy is always there to help, providing live updates and recommendations based on his location and preferences.

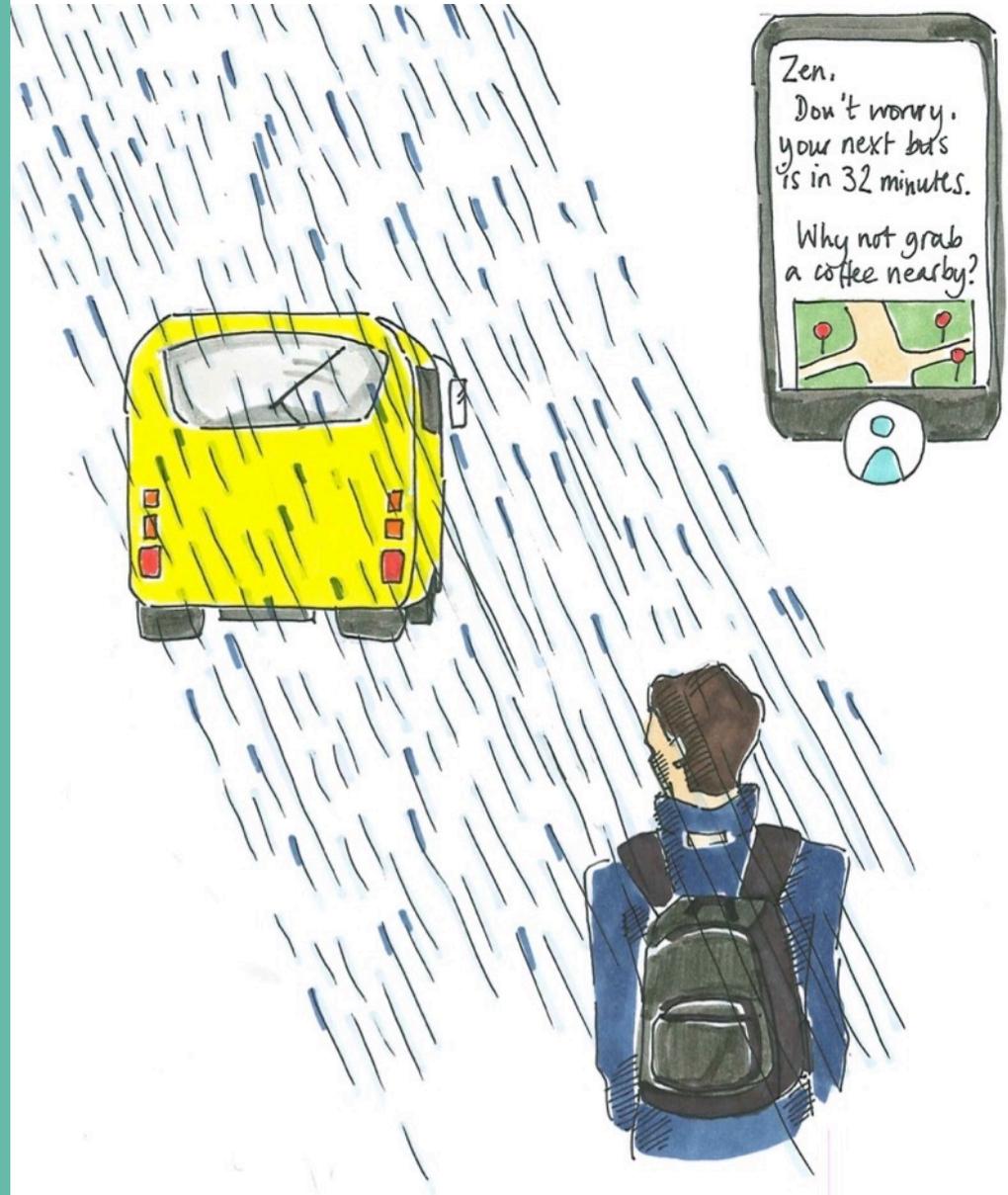
Zen's buddy provides travel alerts throughout the trip, using a seamless combination of automated and human responses. Zen is always connected to the community and receives new alerts on posts relating to his destination.

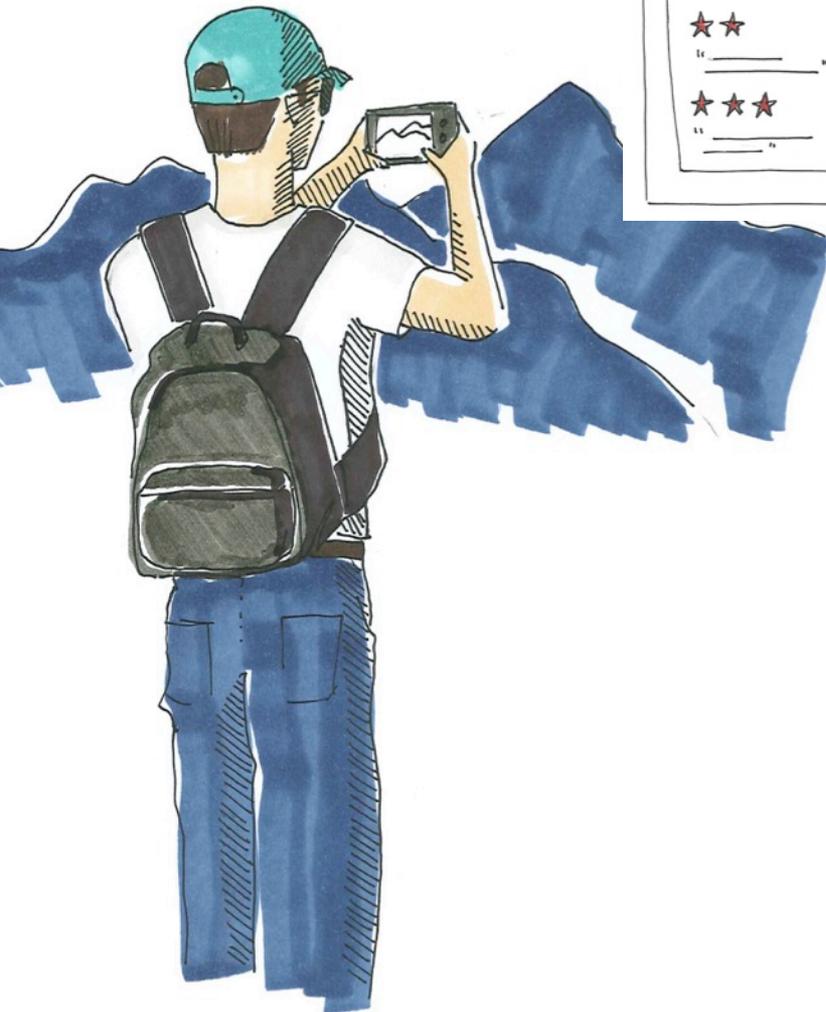
Zen and his friends use offline maps to navigate their way through the local area. They receive **personalised alerts** based on their preferences/ location on things they might love doing via their travel wallet and can leave feedback whenever they want.

We have a “We’ll take care of it” policy, which reassures Zen that no matter what, where or when the problem is, we’ll solve it.

And good thing we do! Zen is stranded after missing his bus in the pouring rain, he contacts us for support – and we resolve the issue straight away. A slight disruption to his trip but we’re well placed to deal with any issue, big or small, twenty-four hours a day.

Or he can call us instead and be assured that someone will pick up within two rings.





As Zen's holiday progresses, he continues to build his online travel page and share his journey with the community.

Zen's moments are being captured and automatically saved to his online page. It's easy to do and allows other members of the community to view and book the same experiences!

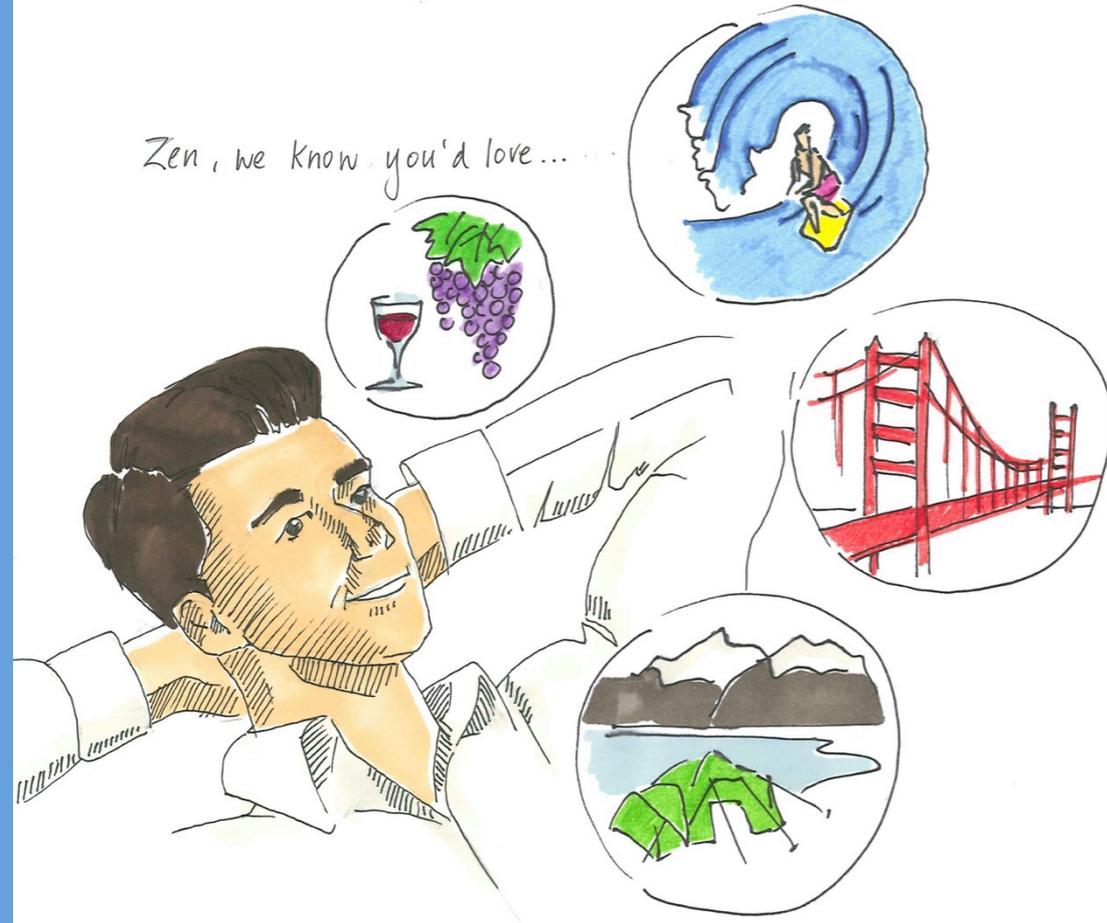
It includes his reviews and ratings and all of the great pictures he took. The layout is **simple, it looks fantastic and it's easy to complete.** All of this can be transformed into holiday albums and videos that he can share on his social media pages.

Whenever other community members like and book Zen's holiday moments, he receives notifications and this inspires him to add more pictures and write more reviews.

Zen returns home inspired by his trip and is keen to discover a new part of the world for his next holiday.

We've learnt a lot about Zen during this journey. We know the blogs he read, the websites he visited, the pictures he took, the reviews he left and how he interacted with his friends and family while he was away.

Now we know him better, we can recommend his next holiday, which may be similar or completely different. And our service gets better and better the more we get to know Zen.



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