

10 Guidelines to a Successful Mobile Travel Program

As our world gets increasingly more mobile, corporations need to have a strategy to maintain duty of care compliance and traveler satisfaction. Business travelers' use of mobile devices offers new opportunities for Travel Managers to allow instant access to communicate, advise, and affect purchase options. Mobile can be used to guide travelers to decisions through pertinent information or support.

It is a best practice to align travel programs with tactical corporate objectives. Advancing this strategy one step further is recommended by investigating how mobile can be utilized to attain your goals. The following are the key motives for organizations to establish a mobile strategy:

- 1. Complying with duty of care.** Mobile devices, whether owned by corporation or employee, can offer customized safety details to business travelers. In addition, mobile allows tracking and support during a crisis, as well as secure communication.
- 2. Managing costs.** Guide travelers through reminders on mobile devices to influence purchases while traveling. These notices can include preferred supplier choices, hotel services, and other trip suggestions to assist travelers and push buying decisions.
- 3. Enhancing competences and customs.** Ensure seamless travel and improve productivity via itinerary details sent to travelers on the road. Mobile can assist travelers with resolving an issue when a trip is interrupted.

- 4. Increasing traveler happiness.** Provide trip-specific guidelines from colleagues and other offers. Allow travelers to sign into mobile devices to provide comments on their trips. It is an easy method for road warriors to inform travelers, which will improve satisfaction. In addition, responses produced through mobile provide a company with well-timed information regarding any program concerns in order to react promptly and improve traveler satisfaction.

- 5. Developing environment and community.** Similar prompts that assist in keeping costs down will advance corporate social responsibility (CSR) objectives surrounding travel. Mobile permits travelers to track carbon footprints, maintain CSR plans with traveling.

Additionally, we have the following guidelines to commencing a corporate mobile travel program strategy:

- 1. Comprehend**
 - a. Discover how mobile can assist with attaining your travel program objectives.
 - b. Understand travelers' needs for tools and amenities.
 - c. Comprehend your corporate mobile plan including if travelers can use their devices and how the devices are connecting to staff.

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2. Cooperate

- a. Collaborate with your crucial internal stakeholders including mobile policyholder, security, financial, communications, and human resources.

3. Design

- a. Aim for a dual plan that delivers an app from your travel management company as your travelers' main app and supply a directory of suggested third party apps. It is not advised to prohibit apps that are not included on the approved list.
- b. Amenities on the main travel app might comprise trip management, safety, interruption support, buying decision encouragement, review or response, offers, and hotel and ground reservations.
- c. The main app should complete a thorough assessment to ensure it is safe, well made, and will synchronize with your systems.

4. Apply

- a. Arrange with pertinent details for your travelers, such as notes that activate to alert arrival. Determine the timeframe to add details or remove.

5. Observe

- a. Maintain communication that is new and applicable. Ensure that the mobile app amenities are pertinent. Promise to follow up on responses received from travelers whether positive or negative.

Mobile Trends

The future of mobile is difficult to predict with everyday advances. However a few areas to watch will enhance content, user-friendliness, and competences. Mobile amenities have previously been customized, which will merely strengthen. This personalization includes added accuracy with tracking travelers and promotions created by location, preferences, and prior purchasing actions.

Mobile payments is another area to watch, which will be an advantage for corporate travel due to the smooth connection from the reservation throughout the transaction process to data upload into expense reports.

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