

GOSS

TRAVEL TECHNOLOGY TO INSPIRE YOUR CUSTOMERS

PROVIDE A VIP EXPERIENCE FOR EVERY CLIENT



www.gossinteractive.com/travel



TECHNOLOGY FOR A NEW ERA OF TRAVEL

Today's tech-savvy travellers expect high-quality, personalised customer service wherever they go. With GOSS Travel Technology you can quickly and economically add a range of VIP services to your website, including stunning image-based search, custom maps and personalised travel documents.

“ GOSS Interactive has been instrumental in helping us to move 85% of our ferry bookings online, saving Brittany Ferries over £7 million to date. ”

MATT RANDLE, INTERNET SERVICES MANAGER,
BRITTANY FERRIES

HolidayWall

If a picture says a thousand words, GOSS HolidayWall can help you sell thousands of holidays. Showcase your products as a stunning online 'wall' of images that customers can explore, save and share.

- ▶ Stunning, image-based search
- ▶ Showcase your full catalogue
- ▶ Deliver personalised holidays
- ▶ Social sharing drives more traffic
- ▶ Understand customers' interests



TravelPlanner

Take a trip into the future of personalised travel. GOSS TravelPlanner integrates Google Maps with your own data to allow customers to create, save and share their trip plans direct from your site.

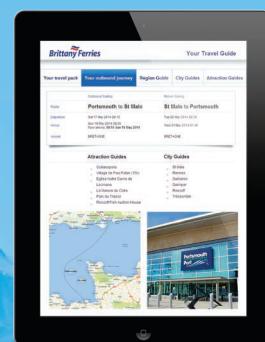
- ▶ Personalised maps and directions
- ▶ Familiar Google Maps interface
- ▶ Sharing to all major social networks
- ▶ Cross-sell and up-sell opportunities
- ▶ Insight into customers' preferences



GuideME

Provide a VIP concierge service to every customer. GOSS GuideME delivers a rich and personalised brochure-like itinerary that guides the customer on their holiday.

- ▶ Rich, personalised content
- ▶ Viewable as web page or PDF
- ▶ Include e-tickets, itineraries, directions
- ▶ Add bespoke offers to drive sales
- ▶ Eliminate print and postage costs





One Traveller, Many Channels

The modern traveller uses a huge array of devices and sites to research, book, manage, record and share travel plans and experiences.

Web customer experience management technologies from GOSS let you engage with each customer in a consistent, timely, personalised and valuable way across all channels and devices.

For your customers, that means a better experience every time, whichever channel they're using. For you, it means more opportunities to sell, and a greater share of the travel wallet.

“ GOSS LiveChat has enabled us to help out many more customers in a friendly, personal way that doesn't cost them anything. It has reduced our calls, and has proved invaluable during busy periods. ”

HELEN FISHER, CUSTOMER RELATIONS INFORMATION MANAGER, VIRGIN TRAINS

Content Management Social Media

As your website becomes central to your business, it needs to provide the best possible experience to your customers. That means making it easy to navigate and search, as well as ensuring it delivers the kind of personalised, VIP service that today's travellers expect. Continuously modernised over the past 10 years, GOSS iCM is the experience management system powering some of the UK's most customer-centric travel websites.

- ▶ Fully-featured content management
- ▶ Complete e-commerce solution
- ▶ LiveChat for personalised online help
- ▶ Advanced search technologies
- ▶ Campaign management and analytics

Connected travellers use social networks and review sites for ideas and advice on where to go and what to see. That makes social media a fantastic source of market intelligence, web traffic, word of mouth publicity and opportunity to engage – but managing it can be a challenge. GOSS Social Media lets you manage content and conversations across the social web, from Google+ to Gogobot, and from Twitter to TripAdvisor.

- ▶ Learn how customers see your brand
- ▶ Identify sales opportunities
- ▶ Increase web traffic and conversions
- ▶ Resolve issues in a personal way
- ▶ Automate social media admin tasks

Mobile Web

With modern travellers taking their smartphones everywhere, the mobile web presents a huge opportunity for travel businesses to deliver intelligent, real-time, personalised service. GOSS Mobile Web lets you create and deploy mobile-optimised websites for individual locations, sites, events, campaigns and services, so you can provide your customers with detailed information, interactive features and rich functionality while on the move.

- ▶ Mobile-optimised pages and content
- ▶ Advanced analytics capabilities
- ▶ Support for video and audio
- ▶ Sophisticated personalisation
- ▶ Social media integration



GOSS

SEE GOSS TRAVEL TECHNOLOGY IN ACTION

To watch a video of GOSS Travel Technology in action, go to www.gossinteractive.com/travel, or email demo@gossinteractive.com to request a personal demo.

