Travel is coming back. Are you future-ready?

Travelers are returning. But their behaviors, expectations and values are very different. Travel companies no longer have the luxury of keeping enterprises as they have been for years. Imagine if every member of your team had both customer and operations data at their fingertips to transform the customer experience without adding any additional cost? That future is coming.

To make bold moves and drive improvements—at the right cost, travel players need to improve their operations to become future-ready.

Each level of operations maturity brings more benefits and capabilities to travel organizations.

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<th>Future-ready</th>
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The advantages of being future-ready
Future-ready organizations are leaders in profitability, resilience and agility. They also benefit from an improved talent mix, retaining, customer experience and ecosystem relationships. Future-ready enterprises also respond and make decisions rapidly by unlocking data insights.

What if…

- Travelers are returning. Pinpoint the timing, nature and scale of the return before it becomes a surprise. You can use customer and operations data to make predictions.
- Leaders can think big and drive change by being bold and taking decisive action. Commit to making cloud investments. Augment human talent, automate at scale to free up high-value judgement-based work.
- Future-ready organizations use transformed processes end to end digitized and driven by AI at scale using diverse data. Knowledge workers focus on insights that drive value.

Operations transformation is on the move in travel

However, there is a large gap between the current state and aspirations for future-readiness. To outlive their competitive antecedents and get back to growth, travel companies must break the mold of “how operations are done” with creative pragmatism.

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Three years ago, no travel organization described itself as future-ready.

- 20% were predictive, and most (64%) say they had insufficient operating models.
- Today, 6% of travel organizations can be considered future-ready, and most (58%) now believe that they have predictive operations.

Optimism exists, but expectations are high—by 2023, a full 30% expect to be future-ready.

How to get where travel wants to go?
As demand returns post-pandemic, travel companies must break the mold of “how operations are done” with creative pragmatism.

Collaborate across business and technology; accelerated at scale to ensure you can: • Invest in AI and scale cloud investments • Leverage insights-driven, high-impact analytics • Drive data insights and improve on insights-driven, high-impact analytics

Read the report to fast-track your journey to travel intelligent operations

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