



Case Study

Client

Travel and Transport, Inc. is an employee-owned travel management company headquartered in Omaha, Nebraska with locations in 39 states. Founded in 1946, Travel and Transport is the fifth-largest travel management company in the United States, serving clients throughout the country as well as globally.

Challenge

Travel and Transport wanted to use mobile as a platform to extend their personalized customer service to travelers and travel managers across today's rapidly changing mobile landscape and set the standard as a leader in technology and innovation within the business travel industry.

"In our industry, we need to continually innovate," said Mike Kubasik, SVP & CIO of Travel and Transport, "But in this case, we didn't want to augment our staff in order to do it."

CRI was engaged to develop a mobile strategy for Travel and Transport that included a three-year strategic roadmap for developing a mobile platform and apps for the iOS, Android, Blackberry, Windows 7 and Web as well as a corporate travel management mobile platform and apps.

CRI utilized a collaborative and iterative project approach that involved the client's personnel, engaging with various key stakeholders including board members, senior executives, IT and business department leadership, providing continuous knowledge transfer throughout the engagement.

Solution

The resulting mobile app, eTTek Dash, provides Travel and Transport's corporate travel customers with feature-rich capabilities and real-time notifications. Empowering three distinct user groups – travelers, travel managers and client service managers – with important travel information without the hassle or privacy concern of sending itinerary information to a third-party, eTTek Dash brings together the most sought-after travel tools in the industry.

For example, when travel plans change, eTTek Dash keeps travelers up to date with gate departure information as well as important travel and security alerts. Because the app downloads information directly and in real time from the Federal Aviation

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get it great

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– Mike Kubasik, SVP & CIO
Travel and Transport, Inc.

Administration, users are sometimes notified of flight changes before the airlines are. The app also has an innovative touch-to-call application that connects the user with an experienced Travel and Transport travel counselor 24x7 for questions about their flight.

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Upon deployment of the solution, CRi provided user and technical documentation along with formal training. Once the app had been launched, CRi provided support services that included maintenance, updates and small-scale enhancements.

“The app was delivered on time and below budget and the functionality exceeded our expectations,” Mike added.

Result

More than 1,000 users adopted eTTek Dash in the first few months and Travel and Transport received a considerable amount of publicity about the app, including an interview in the industry’s major publication, TravelBeat.

“The app helped Travel and Transport be perceived as an industry leader on the cutting edge of technology,” remarked Mike. “We know for a fact that a number of business prospects picked us during the bid process because of eTTek Dash.”

CRi is now considered a preferred vendor by Travel and Transport, who has already engaged them to develop other mobile solutions for their Loyalty & Innovation division as well as non-mobile software applications for their daily business operations.

“Working with CRi was an excellent experience,” Mike concluded. “We look forward to a long and successful relationship with CRi.”

About CRi



CRi is the technology partner that business leaders turn to for on-demand technology solutions and IT talent. From the conventional to the cutting edge, we employ some of the best IT talent and thinkers to leverage technology in pursuit of our clients' goals for greater productivity, operating effectiveness or business growth. Learn more at www.clientresourcesinc.com.



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