



HEDNA ASPAC Conference Hong Kong Training and Education

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Abacus Network

We bring to the industry an unrivalled network in Asia

- More than 1,200 employees region wide
- 25 markets with more than 100 sales and marketing offices with local support



Our Partnerships

In addition to Sabre Holdings, our stakeholders include 11 of the world's leading airlines serving Asia.



Some of key challenges for agents in Asia

- Aside from key TMCs, agents are AIR ticketing experts, with little hotel business experiences
- Agents are still focusing much on AIR business
- High fragmentation - lack of industry standards, use of local/hotel jargon, local abbreviations/codes – creating more confusion for the travel agent
- Rate parity & BAR definitions vary between hotel brands - compliance is an issue
- Prepaid model vs post pay GDS model – rate, value or both
- Commission payment to TA
- Lack of SLA to achieve customer satisfaction

Abacus actions to train and educate our agents

- E-learning model for our agents anywhere, anytime agents want it (CD-ROM or via web)
- Hotel reservation guide - a detailed guide line to agents for GDS hotel bookings with Dos and Don'ts
- Road shows/Abacus hotel forum, together with our hotel partners to address agent hotel issues and increase agent confidence in GDS
- During AIC (Abacus International Conference), hotel business addressed at panel discussion and another dedicated session to promote hotel across all markets with our suppliers

Abacus actions to train and educate our agents

- Train travel agency's at all levels – travel consultant, middle managers, and senior management team with a different focus
- Partnering with hotel suppliers to create awareness and confidence in GDS hotel bookings
- Booking promotions for rewarding partnership with travel agencies and suppliers



Thank You
Questions?

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