

DIGITAL ENGAGEMENT IN THE TRAVEL & TRANSPORT SECTOR



Digital businesses are disrupting virtually every industry and profession. Travel and Transport services are not immune...

Legacy distribution becomes unsustainable, as new models increase flexibility and efficiency

Wider variety of devices = inconsistent customer experience.

- 25 percent of travel providers earned mobile scores that were less than or equal to 30 on a 100 point scale

Interactions are fragmented, spanning devices and channels.

- Only 8 percent of travel providers qualified as “innovators”

Customers expect a cohesive omni-channel experience.

- Service delivery scores were higher than digital interaction scores for 91 percent of airlines

But, marketers and business users are dependent on expensive application development teams for apps and updates. The average cost to develop an application is over \$250k and requires months to develop and technical skills.

HCL Leap lets non-technical users (and technical too!) easily create sophisticated web applications for data collection and process automation. Applications are designed without writing code through a simple drag and drop interface.

When you deploy your application Leap automatically creates its runtime which includes forms, database, reports, charts, API, rules, notifications, security and workflow.

TRAVEL AND TRANSPORT EXAMPLES



INTERNATIONAL AIRLINE

Use Case: Employees can create tickets when customer issues arise

Benefit: Easier creation tickets and handling of irregularities



INTERNATIONAL CAR MANUFACTURER

Use Case: Interactive surveys to gather information from material suppliers

Benefit: Efficient and accurate process for supplier certifications

For further information on HCL Leap, visit:

<https://www.hcltech.com/products-and-platforms/hcl-leap>

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