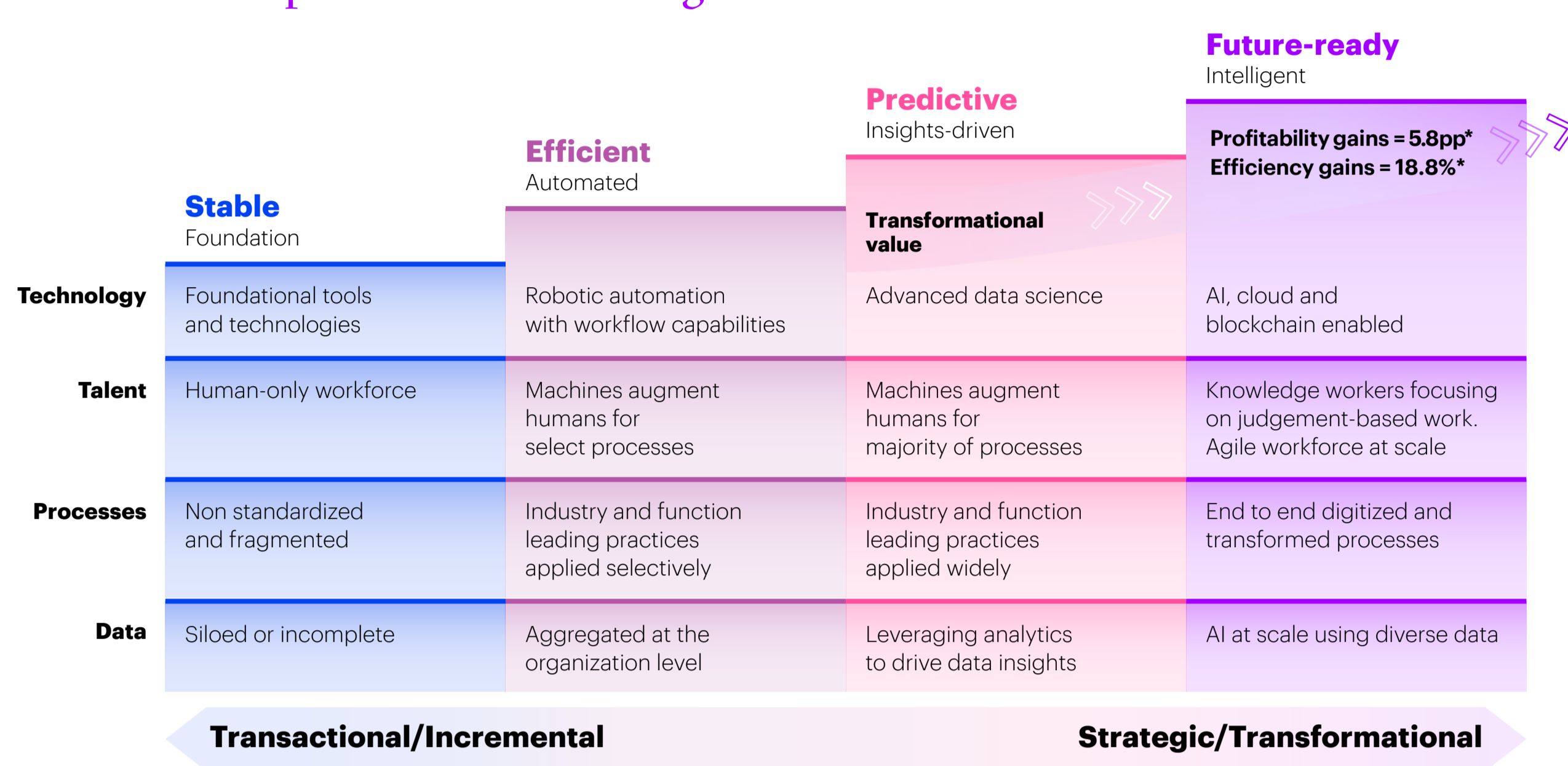


Make bold moves with intelligent travel operations

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 enterprise operations 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



*Accenture experience shows that additional productivity and efficiency gains up to 30% can be seen in organizations displaying future-ready characteristics. Source: Accenture Research and Oxford Economics Intelligent Operations Survey, 2020

The advantages of being future-ready

Future-ready organizations are leaders in efficiency, profitability, resilience and agility. They also benefit from an improved talent mix, reskilling, customer experience and ecosystem relationships. Future-ready enterprises also respond and make decisions rapidly by unlocking data insight.

What if...

- ...hotel staff and airline crews had a complete view of the customers that elevates how they serve them—surprising and delighting them while differentiating the brand?
- ...AI algorithms made it possible to optimize customers' and employees' journeys through airports?
- ...AI allowed travel players to double down on ancillary services to grow revenue?

1.7x
Higher efficiency for future-ready organizations.*

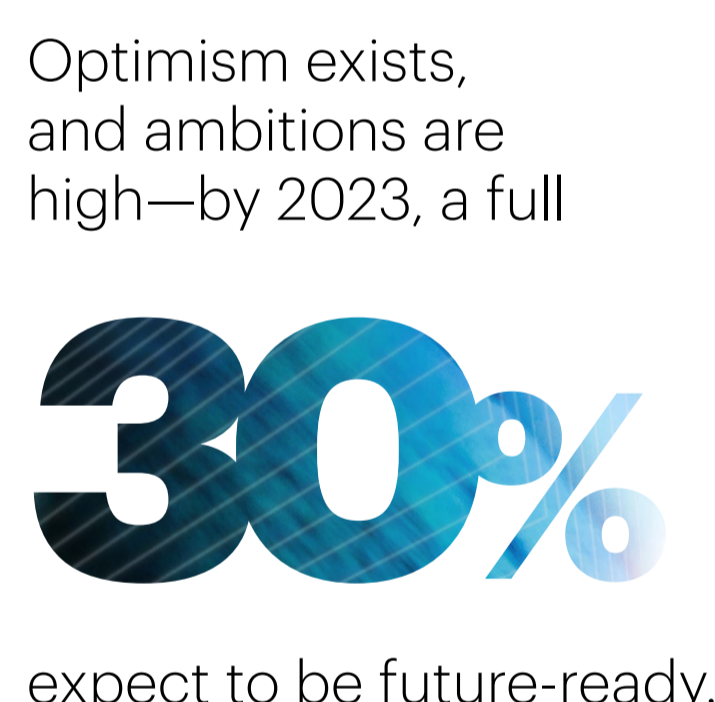
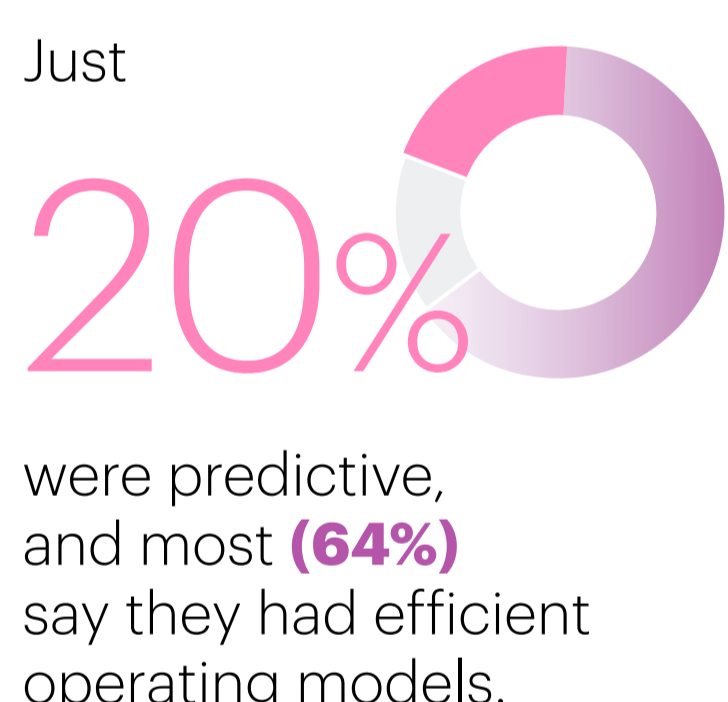
2.8x
Higher profitability for future-ready organizations.*

* Future-ready organizations exhibited 6.4 percentage points higher profitability and 13.1% greater efficiency, on average.

Operations transformation is on the move in travel

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

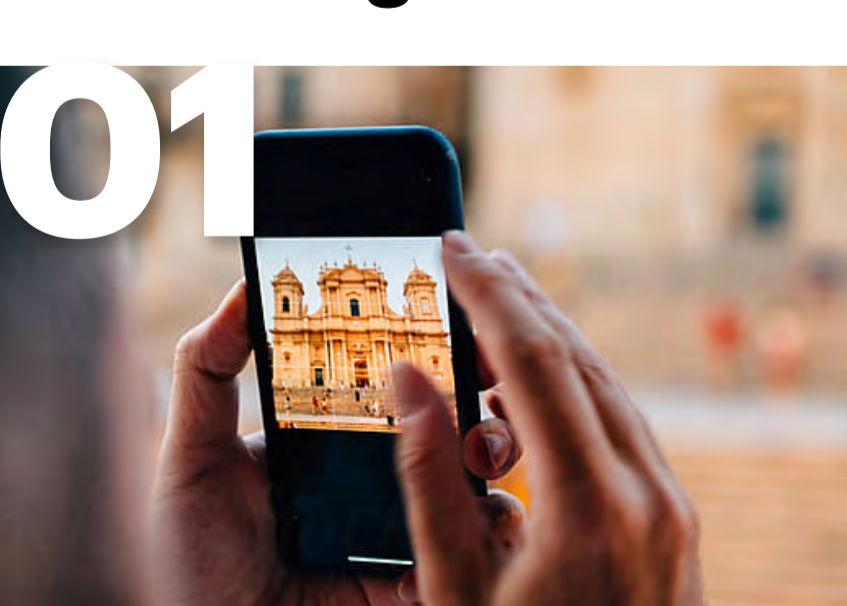
Three years ago, no travel organization described itself as future-ready.



How to get where travel wants to go?

As demand returns post-pandemic, travel companies must scale for more guests and passengers. There are three fundamentals that travel organizations must know to become future-ready, and deliver a better customer and employee experience, while minimizing the return of cost.

Know the ultimate goal



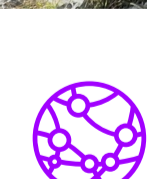
Leaders can think big and drive change by being as bold as their ambition for change. Commit to making data-driven decisions with better data and automating decisions and tasks as algorithms prove accurate.

Build an action plan

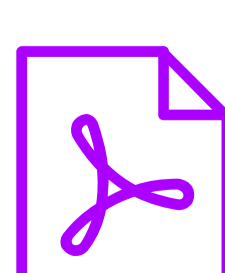


Collaborate across business and technology, automate at scale to augment human talent, invest in AI, and scale cloud investments.

Leapfrog maturity levels



Build technology ecosystem relationships with proven partners to help accelerate and streamline digital transformation.

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

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