

Atlas Travel



The opportunity

Stephen McKenna, CEO of Dublin based Travel Management Company, Atlas Travel understands the importance of keeping in contact with his business travellers. From the moment they leave home to the minute they return, Atlas Travel will be there for them. Travel plans change and when life happens (including airline schedule changes happen), emails can sometimes go astray. So mobile is the channel of choice for always-connected traveller.



The solution

Developing a mobile app in-house from scratch can be costly and requires your constant attention. The award winning TMC turned to long-time technology partner and its customisable **Amadeus m-Power** travel application. Atlas Travel now sends a tailored itinerary to every traveller's smart phone. Any itinerary changes or flight disruptions are received immediately and the customer's personal timeline is updated in real-time.

As well as being able to search and book flight availability, the app helps their corporate travellers to stay in touch, arrange taxis to and from the airport and check in online. They can even use it in their downtime to find user reviewed restaurants and points of interest at their destination. It gives Atlas Travel's customers an enhanced mobile experience at every point of their trip.

The company's approach when designing the app experience was to focus fully on the needs of their customers; what's really going to matter to them when they're away on business and then work back from there. Amadeus worked with them to understand the features that were important to their clients and the GoAtlas app was live in the app store in a matter of weeks.

"Our whole mission is about wowing the customer. If we're not changing as fast as they are, we're in trouble. The Atlas Travel app really adds value to that proposition."

Stephen McKenna, CEO, Atlas Travel



25 % of Europeans have now made a booking on their smart phone



True Stories of Transformation

Don't forget your mobile (and tooth brush)

These days the first thing people reach for when they travel is their mobile phone. For today's business travellers it's their hub or mission control, a vital tool to keep them connected to travel plans and every aspect of their trip.