

Simplexity Travel



The opportunity

Simplexity Travel Management offers luxury travel management with a difference. The London based TMC handles VIP, bespoke travel for an elite customer base of executive and private clients in the fashion, film and music industries. They pride themselves on giving their clients a truly personal touch right around the clock. Looking to stand out from their competitors, they saw the value of traveller tracking technology to help provide customers' with an extra layer of care.



The solution

Business Development Manager, Mark Smith recognised **Amadeus Mobile Messenger** as a market leading tool that puts a virtual safety net around their travellers; an off-the-shelf duty of care solution that complements the highly personal customer service provided.

With adverse weather conditions, natural disasters and political instability frequently hitting the headlines around the world, there is always an element of risk to travel plans. Using permission based GPS tracking through the customer's smart phone, Mobile Messenger lets you track, monitor and stay in touch with customers on the go no matter where they are in the world. It gives their high end business and leisure customers extra peace of mind that if there is an issue, they can be located and reached through SMS, email or voice to receive needed assistance and reassurance.

The easy-to-use web based interface allows you to track the movements of individuals or large groups through a real-time global map. You can zoom in, pinpoint their exact location and use auto-messaging for groups, or one to one communications and provide service on the spot where it counts.

"We're not your standard Travel Management Company (TMC). We want to be different, more personal; to stay in touch and give our customers that extra layer of comfort. The technology of Mobile Messenger allows us to do just that"

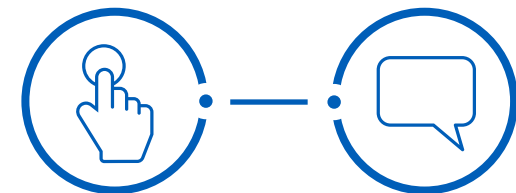
Mark Smith, Business Development Manager, Simplexity Travel Management

True Stories of Transformation

Ever wish you could find your customers at the touch of a button?

Ash clouds, earthquakes, freak snowstorms. Simplexity Travel can now quickly find customers wherever they are in the world and extend a helping hand when it really matters.

Locate customers instantly



Communicate quickly and efficiently with travellers