

4 Technologies Travel Agencies Should Invest in 2020



Online Reservations & ERP

- ✓ Access to live rates & availability
- ✓ Ability to accept bookings 24x7
- ✓ Back-office automation & efficiency



Customer Management & Big Data

- ✓ Higher level of personalization
- ✓ Minimal friction during the buyer journey
- ✓ Higher conversions & loyalty



Marketing Automation & AI

- ✓ Automating routine customer support tasks
- ✓ Remarketing to site/app visitors
- ✓ Deep marketing insights & analytics



Itinerary Management Software

- ✓ Ability to build bookable tour packages online
- ✓ Ability to quickly generate & send price quotes
- ✓ Faster turnaround time & higher productivity