

# Elevate experiences with connected travel agents



## Explore the world of travel with confidence and GDS expertise

Every travel journey is made up of countless small steps, and any misstep along the way could make or break the experience for your brand.

That's why we've created the TTEC College of Travel in partnership with the International Air Transport Association (IATA) to ensure that each of our connected travel associates working on behalf of your brand are expertly trained to deliver exceptional service every step of the way.

## Cultivating travel experts with CX innovation

As travelers increasingly expect quick, frictionless interactions when it comes to planning, booking, and enjoying their travel, it's never been more important – or harder – to ensure you've got experienced, empathetic agents at the ready.

With simultaneous hiring and training, we address the skilled labor shortage through university-level connected travel training to expertly fulfill customers' unique travel needs. Here's how:



### Education

- Build an advanced travel agent pool ready to scale up or down
- Give real hands-on practice in GDS systems
- Agents can earn an IATA diploma



### Innovation

- Award-winning AI platform gamifies learning in a GDS sandbox
- Embed front-line ideas into innovation
- Bring industry best practices forward



### Community

- Provide industry-recognized qualifications
- Career pathing retention strategy
- Work with local communities / schools

**Strong CX is critical for a smooth journey**

**73%**

of travelers say that customer experience is the most important factor in purchasing decisions.

Travelers will pay

**16%**

more for travel experiences if the customer experience is "Great."

**17%**

of consumers will walk away from a brand after one bad experience.

Source: PWC

## How it works

Working together with travel brands, modular learning journeys give associates the **unique skills to become specialists** in airline, car rental, cruise, or hotel support, with **a path to an IATA diploma**. And with a myriad of ways to grow their careers, our connected travel teams forge lasting connections that increase their tenure and amplify their value to their clients.

**We invest in growth with travel news, knowledge checks, and updates through TTEC LMS**

Travel is constantly evolving, and it's important to keep up with changes. Knowledge is everything.

**We customize product training through gamified, spaced, and personalized AI-driven learning**

Product-specific training paired with TTEC's Learning & Development Enablement Award-Winning Methodology.



**We select candidates that have a high propensity to succeed in the travel industry**

We assess potential employees using the Harver Assessment Roleplay Interview.

**We build experienced travel teammates through reputable training programs and systems**

TTEC has modular travel consultant training programs powered by IATA paired with TTEC's conversational bot practice that simulates scenarios in GDS sandboxes.



## What you can expect

### Associate impact

- ✓ Better skilled, certified agents
- ✓ Career-focused associates for the long term
- ✓ Increased travel system fluency
- ✓ Empathetic, culturally sensitive and diverse associates
- ✓ Higher eNPS

### Business impact

- ✓ Fewer errors and escalations
- ✓ Higher resolution rate
- ✓ Improved customer satisfaction (CSAT)
- ✓ Lower average handle time (AHT)
- ✓ Lower costs
- ✓ Stronger customer loyalty
- ✓ Increased revenue

**TTEC's College of Travel is now boarding.  
Let's take this journey together.**

[Contact us](#)

### About TTEC

TTEC Holdings, Inc. (NASDAQ:TTEC) is a leading global CX (customer experience) technology and services innovator for AI-enabled CX with solutions from TTEC Engage and TTEC Digital. The Company delivers leading CX technology and operational CX orchestration at scale through its proprietary cloud-based CXaaS (Customer Experience as a Service) platform. Serving iconic and disruptive brands, TTEC's outcome-based solutions span the entire enterprise, touch every virtual interaction channel, and improve each step of the customer journey. Leveraging next gen digital and cognitive technology, the Company's Digital business designs, builds, and operates omnichannel contact center technology, conversational messaging, CRM, automation (AI / ML and RPA), and analytics solutions. The Company's Engage business delivers digital customer engagement, customer acquisition and growth, content moderation, fraud prevention, and data annotation solutions. Founded in 1982, the Company's singular obsession with CX excellence has earned it leading client NPS scores across the globe. The Company's 64,400 employees operate on six continents and bring technology and humanity together to deliver happy customers and differentiated business results.