

ABTA's Business Resilience Webinar Series

Reinventing the Travel Customer Journey

14 April 2021

10:30 – 11:35

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| 10:30 | Welcome from the moderator
Eve Coburn , Head of Content – Events, ABTA |
| 10:35 | Pre-booking to booking: lead conversion <ul style="list-style-type: none">• Your website and converting leads into bookings• Maximising the self-service experience for customers Richard Baker , Chief Commercial Officer, Inspiretec |
| 10:55 | Booking: your reservation process <ul style="list-style-type: none">• Using reservation software to maximise customer engagement• How technology and AI can empower agents to know customers better Chris North , Managing Director, Vertical Systems |
| 11:15 | Post-booking: using technology to improve customer loyalty <ul style="list-style-type: none">• Creating a bespoke experience for your customer before, during and after their trip• Inspiration for future trips – personalised marketing Alisdair Luxmoore , CEO, Vamoos |
| 11:35 | Close of webinar |
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Speaker profiles



Richard Baker, Chief Commercial Officer, Inspiretec

Richard founded Sequence, a top 20 digital agency which was acquired by Inspiretec in 2017 with whom is now the Executive board member with strategic responsibility for the business growth. As Chief Commercial Officer Richard lead the sales, marketing and product teams in the UK and North America to deliver business critical services to over 100 organisations in 13 countries. In his 25-year career he has worked with blue chip travel organisations like Abercrombie & Kent, dnata Travel, Travelopia & Visit Britain as well as household names such as Microsoft, Disney, Volkswagen, the BBC and the Cabinet Office. As creative technologist at heart, he prides himself on delivering products services that work well and deliver positive customer experience – he enjoys nothing more than helping customers leverage creative thinking and use the sensitive application of technology to transact, engage and add value.



Chris North, Managing Director, Vertical Systems

Chris is the Managing Director of Vertical Systems, one of the longest-serving travel technology suppliers in the UK. Chris joined Vertical in 2018, after 22 years of working in the travel industry in various senior roles. Chris has applied his travel experience to the development of the Vertical product suite, which is now seen as the perfect choice for a travel professional.



Alisdair Luxmoore, CEO, Vamoos

Entrepreneur and travel expert, Alisdair co-founded Vamoos in 2014 having identified a niche in the market following 10+ years running the tour operator, Fleewinter. He also built and manages the hotel Rebal Riads in Morocco, and founded Super Yacht Holidays, a fleet of four yachts offering luxury holidays afloat in the Greek Islands.



Contributor profiles



Your travel technology partner. The Inspiretec offering is perfected from almost three decades of experience specifically within the travel industry. Our product and service stack presents end-to-end solutions for travel agents, tour operators, loyalty brands, hotels, conference destinations, OTAs and tourism organisations. Our mission is to help travel providers, tourism organisations and tour operators grow, by helping them leverage customer-first technology and end-to-end digital solutions – solutions comprising our enterprise class Reservations platform, our best-of-breed travel specific CRM and our award winning in-house digital web agency. Our customers trust us to drive their growth and profitability, by investing in our industry expertise and technology systems. We serve our clients from our head office in the UK and our office in North America. <https://www.inspiretec.com/>



Vamoos is the app for hotels, villas and travel companies. Connect with your guests and provide all the information they need to transform their experience – from the moment they book until after they leave. It has over 25 different features which help you provide the very best guest experiences, from 24/7 messaging, beautiful imagery, daily itineraries, a countdown timer, offline accessibility, points of interest, push notifications, interactive maps to fully bookable services - all at the touch of a button. Take advantage of 50% higher rebooking rates and increased customer loyalty. Provide an amazing customer experience, one that travellers and guests alike stay loyal to and recommend to friends and family. <https://www.vamoos.com/>



Vertical Systems is best known for its award winning and industry leading Tarsc software. For over 35 years Tarsc has set the benchmark for a comprehensive front and back office travel management system. Managing travel administration, accounting, payroll, fees and licenses. With Tarsc at our core we also provide a number of integrated products including vHub, vCrm, vSearch, vCruise and vPay. All products and services are supported by our UK based helpdesk. We are travel people providing travel technology for your travel business!
<https://www.verticalsystems.co.uk/>

Webinar partner profile



Freshworks provides innovative customer engagement software for businesses of all sizes, making it easy for teams to acquire, close, and keep their customers for life. Freshworks SaaS products provide a 360 degree view of the customer, are ready to go, easy to use, and offer quick return on investment. Headquartered in San Mateo, USA, Freshworks 3,000+ team members work in offices throughout the world. For more information visit www.freshworks.com

