

Using Data to Create Your Future

The future. It's full of unknowns.

As Abraham Lincoln said, "The best way to predict the future is to create it." To create your future as a travel agent and ensure that you are as successful as possible, you need to have control of your business. Tracking and analyzing the data behind your business should be easy, but it often is not.

There are three key actions that will give you control of your business:

1. Understanding the data you have
2. Knowing what that data means for your business
3. Utilizing the data to provide outstanding customer service

Embrace the Data

In today's world, you can gather data on everything imaginable to help you service your customers. How you collect and use your data could be the competitive edge you seek for your success, so as a travel agent, you must learn to accept that data is now integral to successful business management, since it's key to understanding client behavior.

Client data can help you better understand what your clients like, where they want to travel and how they like to travel. Every client travels differently, at different times, with different friends and family. A full understanding of your clients' past travels certainly offers you a deeper understanding of them and provides an opportunity to enhance your service by offering them more relevant travel options for each request.

Use and Store That Data Wisely

So how will all this data help you create your future and the future of your business? Do you have plans to increase your business, add additional agents to your agency and take time to experience the travel you are selling?

If you do, then it is important that you have access to an easy-to-use, integrated, cost effective and scalable solution – a solution that will combine your data to reflect your business in graphical charts where you can easily identify and understand trends. A solution that will provide in-depth customer profiles to ensure you have the opportunity to develop deep and long-lasting relationships with your clients. A solution like Xcelerator by Trisept Solutions, a revolutionary agency management platform that seamlessly integrates all the systems you need to service your clients and run your business on one secure platform. With Xcelerator, you can:

- Graphically track sales by destination and trip type
- Integrate your sales information by agent and agency to gain a better understanding of your business
- View sales trends and goals in either a graphical or a grid configuration – it's your choice and it's easy to change
- Track payments by due date
- Access the VAX VacationAccess booking engine with a single sign-on and import reservations back into the client profile with no manual or duplicate entry efforts
- Add reservations from any supplier into a Trip Plan so you can produce a professional payment summary or itinerary branded to your agency
- Find the most relevant vacation options for your clients using Discover, advanced trip-planning functionality featuring artificial intelligence

You've already partnered with technology that helps you make the most of your data. Log in to Xcelerator now and fully embrace the features we've developed to help you navigate the path to your future

About the Author



John Ische is the president and CEO of Trisept Solutions and a central figure in the evolution of leisure travel technology. After joining The Mark Travel Corporation in 1985, John assumed a variety of different roles within their technology division and served as the Chief Information Officer prior to establishing Trisept Solutions in 2000. John is the guiding force for the Milwaukee-based company and is committed to making Trisept Solutions the world's leading provider within the leisure travel technology marketplace.
