

FACTS: Travelport Universal Profile

Meet all of your needs with one powerful traveller profile and customer management system

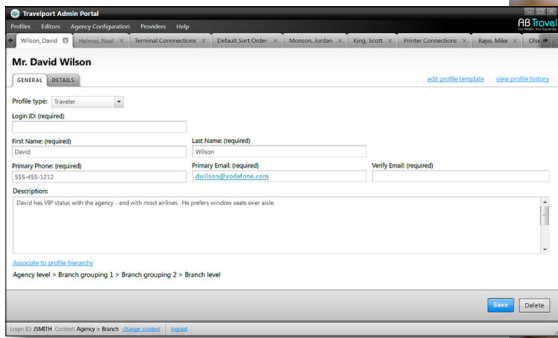
Traveller profiles and customer management capabilities are critical to today's travel agencies. They can also be difficult to manage with the growing complexities in data security, data structure and volume, and the number of systems that depend on this type of data.

Travelport Universal Profile is an advanced agency and customer profile management solution that ends your need to employ multiple systems. Universal Profile integrates multi-level agency and traveller profiles, policies and customer management with a configurable rules engine and sophisticated relational database. Agencies of all sizes can customise the user experience and control of data to uniquely meet business and customer needs with unparalleled speed and efficiency.

KEY FEATURES AT A GLANCE

- > Travelport Universal Profile is a single profile system offering greater levels of granularity for storing profile and customer management data.
- > Five base levels of profile types with up to 10 levels of hierarchy allow you to build meaningful data structures and maintain essential traveller profile and customer management capabilities.
- > You can tailor and fine-tune Universal Profile to meet your agency and customer needs using flexible profile hierarchies, custom profile fields and field groups.
- > Universal Profile works in harmony with the Travelport Universal Desktop™ rules engine, so agency or customer policies can be dynamically managed alongside traveller preferences and quality control.
- > Individual customer- and journey-sensitive filtering simplifies viewing, data entry and reporting.
- > A rich, efficient user-experience fully integrates with Travelport Universal Desktop for instant access to advanced travel management and productivity tools.
- > Comprehensive profile histories are provided at the touch of your fingertips.
- > Profile Tags enable easy filtering of data.
- > The Universal Profile system is accessible via the Travelport Universal API™, allowing you to leverage this powerful profile system across multiple travel applications.
- > You can quickly link a profile to another profile or to a traveller's booked Universal Record to optimise the workflow process.





Work in harmony with Travelport's next-generation travel applications

Universal Profile is part of Travelport's new technology framework that brings substantial process improvements and control to the global travel agency community. You can leverage Universal Profiles through Travelport Universal Desktop and Travelport Universal API, which allows third-party developers, and traditional and online agencies to consume the same industry-leading features and services employed within Travelport's latest booking applications. Universal Profile also paves a smooth path to your future by automatically scaling to size as your business needs grow.

Rise to new levels in profile management and customer satisfaction

You can centrally configure and manage profile data, policy and customer management data, and freely define a consistent or highly differentiated workflow process to satisfy your unique needs.

Delivering that control and flexibility are five base levels of profile types, including Agency, Branch, Account, Traveller and Agent - complimented by two flexible levels, including Branch Groups and Traveller Groups.

This advanced design allows you to build the most effective profile hierarchies for operating and competing in today's environment.

Universal Profile's pre-defined fields can be built upon with custom-defined fields so you can create profile structures that meet your needs. You can also amend the default profile templates to improve speed and accuracy, and rich functionality like data tagging makes filtering through profile data very efficient.

Agent advantages

- Fast access to key information: With built-in profiles via the Travelport Universal Desktop Activity Panel, you can easily find a profile and apply it to a trip
- Time savings and improved accuracy: Traveller preferences, frequent traveller numbers, policies and payment information are automatically and correctly applied to bookings
- Through a simple keystroke and from any point within a workflow process, you can access the Universal Desktop Powerline feature for fast profile searches and more
- The Universal Desktop's intuitive user interface allows quick and easy creation and maintenance of traveller profiles via the Profile Editor

Administrator advantages

- Secure, reliable profile management through an easy-to-use, Web-based administration portal
- Full control for meeting agency and individual customer needs
- Ability to create and modify hierarchies, custom profile fields, field groups, templates and data tags
- Ability to create, modify and delete all levels of profiles
- Ability to modify or hide/show Travelport pre-defined fields
- Comprehensive and easily accessed profile histories that track important changes

Traveller advantages

Universal Profile helps you exceed customer expectations and ensure they enjoy a rich and tailored experience, knowing their requirements are in capable hands at each step of the travel journey.

Take a universal approach to profile and customer management

For more information about Travelport Universal Profile and Travelport Universal Desktop's full suite of business and productivity tools, contact your Travelport representative today or visit: www.travelport.com



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