



Live, Booking Data Transformation Actionable Data Insights for TMC's, IT Providers to TMC's, Travel Agencies



Licensing *Virtual Travel Manager* makes your agency customers more profitable by uncovering hidden savings and revenue opportunities in their travel data.

Live Data | Licensing Revenue Model | Enterprise |

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Traction

- Revenue generating
- Current customers:
 - Travelport GDS
 - 40 Travel Companies in 8 countries
- Looking for TMC's using Travelport and Amadeus GDS, IT tech companies serving the TMC market.



Problem & Solution

Travel Agencies are struggling to make the right decisions from huge and complex data sets.



Travel generates data too fast for Agencies to make truly informed decisions in time.

- Travel creates tens of billions of data points every day, much of which is unstructured and requires manipulation before it can be used to shape decisions.
- 46.6% of Travel Agencies state that they are not able use to data to effect changes in real time within their organization. (Eye for Travel Survey 2017)
- Corporate agencies often need to use different tools for internal and client reporting.

The exponential growth of self-serve options has made it harder to attract and retain customers.

- 74% of travellers use the internet to plan travel and digital travel sales volumes are increasing at 15% per year, set to exceed US\$817.5B by 2020.

The Solution

yuriQa transforms live travel data into immediately actionable data insights that Agencies can use to make decisions for business insights and for customer reporting. It helps them to:

- Find and keep the most valuable customers.
- Identify opportunities to upsell/ maximise sale.
- Present customers with higher yield personalised offerings and re-target existing customers.
- Add value and upsell throughout the trip lifecycle.
- Enhance customer experience and increase conversion rates.
- Right size operations and reduce operational costs.
- Optimize supplier contracts and increase commissions earned.
- Forecast demand and revenue.

Value

yuriQa can save TMC agency customers \$100K's to \$Millions[^]



Travel companies that leverage data are 23x more likely to acquire new customers, 19x more likely to be making profits and 6x more likely to be retaining customers*



Missing a supplier incentive payment can cost a company from tens of thousands of dollars up to millions. More than 50% of Agency revenues come from supplier incentives in return for sales growth. yuriQa shows an Agency their performance against targets ensuring they never miss an incentive.



A 5% improvement in the non air sales rate could bolster Agency[^] revenues by 32% adding \$120K to the bottom line. Commissions paid on non-air sales are 3x higher than average commissions earned on airfares. yuriQa flags to an Agency all live and future bookings which contain upsell opportunities.



Optimising non-air sales could increase an Agency's profits by \$1M, even if just 50% of air bookings were converted. TMC's agencies use yuriQa to track travellers whereabouts in an emergency but also to upsell tours and activities during travel.



Improving productivity and right sizing operations can save an Agency thousands by reducing unnecessary headcount.

Travel Agencies use yuriQa for workforce optimisation, productivity measurement and forward planning staffing levels to maximize customer service and reduce staff costs.



yuriQa helps TMC Agencies to identify and retain their most profitable customers. yuriQa analyses which Agency customers generate the most revenue for the least amount of effort and those that represent the biggest sales opportunity.

Team

As former consultants in the Travel Management and Technology space, the yuriQa team is highly experienced and invested in the solution.



Philippa Johns
CEO & Founder

Prior to founding yuriQa, Philippa held various Executive roles from 1997 – 2003 at global Travel Management Company Carlson Wagonlit Travel (CWT) leading an Account Management, Sales & Marketing that helped CWT achieve revenues of more than \$1B.

In 2003, she left CWT to found independent management consultancy The Business Travel Consulting Group (BTCG) which provides consulting services, strategic sourcing and outsourcing for large corporations.

To be able to deliver insights faster, Philippa then founded yuriQa to leverage technology to produce ‘real-time’ actionable insights from complex travel data.



Brad Riley
CTO & Co-Founder

Brad is a proven Business Intelligence + Information Management (BIIM) professional with over 15 years experience in managing and delivering large-scale projects in the BIIM domain.

Having held management, advisory and development roles, Brad delivers Agile BIIM frameworks with firm architectural foundations that are supporting yuriQa’s global growth. Brad provides strategic leadership and operational management for our development teams of up to 20 developers (project dependent).

He has been pivotal in designing, implementing and enhancing yuriQa’s global infrastructure and solution.



Dave Gardiner
Investor/ Advisor

Dave is a successful entrepreneur, a thought leader in procurement and supply chain, and an experienced investor and supporter of start-up businesses. Over a 25 year career he has held senior management positions with Shell, Mars and A T Kearney.

In 2002 Dave founded a management consulting business, Portland Group, specialising in procurement and supply chain consulting through which he gained a deep understanding of the corporate travel market

He sold this business to Infosys in 2012 and in 2014 he was a Co-founder of Carthona Capital, a venture capital business focused on supporting start-ups and early stage businesses.



Karen Lethbridge
Head of Sales

As Asia Pacific Manager in American Express Advisory Services for 7 years, Karen was the #2 salesperson globally with 100% client retention through development of strong relationships with key decision makers and achieving portfolio targets and YOY growth for the Australia, Singapore, & New Zealand markets.

Karen is well known in the travel industry and is a trusted advisor to large multinational companies. Prior to Advisory Services, Karen worked with Payment Cards and Airlines.

Karen is responsible for driving new business development at yuriQa, initially working with Travelport to accelerate sales and now with corporates direct.



Kristie Cassano
Head of Client Management

Kristie has held senior positions both as a travel buyer and travel supplier in Australia and the US. She has a pedigree background in Corporate Travel Agency management having worked at global mega-agency Corporate Travel Management, and then as General Manager at Concierge Business Travel where she delivered YOY Total Travel Volume (TTV) growth of 15%.

On the buyer side, Kristie has managed the North American corporate Travel Program for Macquarie Bank.

Since 2016 Kristie has been leading client management for yuriQa and is responsible for designing and executing training programs and collateral and maximising product adoption among customers.

For information regarding this proposal please contact:

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