



Relax Read. Record

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Weekly from the leading B2B travel portal www.interserve.travel

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CEO's DESK

Dear members of The INTERSERVE Family, friends & partners in business,

ISVOICE is ISV's VOICE, exclusively for our internal communication to bring about glimpses on the changes in our ISV family, trends and our plans. This can be a platform for discussing among ourselves on some thoughts and observations on the growth and distribution trends happening within our industry, giving us opportunities to touch upon 5 main areas other than our conventional travel/tours business and they are : Changing business models, Growth of online travel, Consolidation & acquisition, Advances in Technology and our unique "Techno-Human Model".

We have succeeded in positioning INTERSERVE as a 'logical choice' for any travel/tours agent across the globe in this era of uncertainties. We are re-engineering our model ensuring increased efficiency, cost-effectiveness, enhanced ROI and value accrual. Let us all be proud of being a part of INTERSERVE – India's fastest growing global travel brand – we are all set to mark 14 years of our remarkable existence, still growing fast, yet remaining transparent and ethical. With its combined experience of more than 1000 years and dedicated think tanks & work forces crossing 2000 in number – Our INTERSERVE is undoubtedly an emerging global leader and trend-setter.

"ISVOICE" will bring remarkable achievements among us to the lime light – be it in Our OTA usage, winning new accounts, retaining business, handling difficult situations, suggestions to the management, motivational activities, initiatives... do write to us and let us share that among our own family members. Since "works made fun get done" – share your light moments too. We have to so much to hear and share. So, Relax, Read & Record our family weekly

With lots of love and kind regards - **ANILKUMAR**

Editorial

The basic motive behind releasing this weekly is to share the basic facts of Interserve and its offerings among all our members. We @ interserve strive to bring the best for all our members through Special Deals, Industry best practices, added functionalities in the OTA that would address your operational needs and help in enhancing your revenue. We truly trust and request every one to glimpse through these weekly releases of Interserve. We request every member unit to contribute content which shall be released in subsequent issues. Thanks - **Srikumar**

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BRIEF ON INTERSERVE



Interserve is a leading travel management company with wide presence in India and 20 countries globally. Interserve was started in 1996 by a group of seasoned travel professionals with a vision to create a travel conglomerate. ISV has a network of 34 Indian and 15 foreign travel agencies.

- Wide presence
- 60 offices in India
- 15 Countries globally
- Experienced board members in travel domain
- interserve.travel – State of the art technology B2B Portal
- Strategic agreements with suppliers & consolidators offering best deals in all verticals
- Innovative flexible business model enabling growth for members
- Group Travel Revenue – US\$ 980 M
 - International – US\$ 735 M
 - Domestic – US\$ 245 M

Interserve had pioneered several business concepts like interdependence; inter operability and today has conceived a novel business model which would offer the much required solution for the ailing industry which continues to endure the havoc of global recession and declining confidence levels.

Interserve intends to lead ahead through ubiquitous usage of technology in delivering value based services through Virtual (www.interserve.travel) and Real office with a human smile.

VR - way ahead

REPertoire OF SERVICES

- | | |
|---|---|
| <ul style="list-style-type: none"> ■ Online Booking & Fulfillment <ul style="list-style-type: none"> ● Flights - Domestic ● Flights - International ● International Hotels ● International Transfers ■ Domestic Hotel Reservation ■ Destination Management Services ■ Inbound Tours – Standard & Customized Packages ■ Outbound Tours - Standard & Customized Packages ■ Fixed day departures – Outbound & Inbound | <ul style="list-style-type: none"> ■ Visa, Insurance & Travel documentation ■ Meet & Greet Services ■ Conference, Convention & Exhibition Management ■ Event Management ■ Cargo Logistics Management ■ Foreign Exchange Services ■ Travel Technology & Consulting ■ Travel & Tours BPO & Back office Services |
|---|---|

All above services can be offered in any city in India through the exhaustive offices network of Interserve with a human touch and smile

COMPETITIVE DIFFERENTIATORS

- ✿ **Supreme Technology**
Interserve has been at the forefront of developing a state of the art technology B2B portal www.interserve.travel. This portal is feature rich and built to ease the handling of travel requirements in the most efficient manner.
- ✿ **Exhaustive Inventory**
OTA is integrated to multiple global inventory spanning domestic and international flights, hotels, car rentals, sightseeing, insurance
- ✿ **Domain Expertise**
Interserve has deep travel and tourism knowledge spanning three decades. Best practices in every travel segment have been mapped in all our travel and tour solution.

✿ Incentive Commitment

Interserve offers plethora of revenue benefits to its members for all transactions done on www.interserve.travel. The revenue benefits are

- CRS Income for all GDS segments
- Special Deals on multiple airlines
- Special Private fares

✿ Reach

Physical offices in 60 Indian & 20 global offices to offer personalized service with human touch and interface

✿ Business Convergence

Business opportunities from member companies can be converged through a single point for demand aggregation

✿ Helpdesk Support

Helpdesk/call centre, back office facilities to handle clients/enquiries globally

✿ Business Focus & Development

Member can focus and develop their business, customer base through strong local marketing

Transactions @ OTA – interserve.travel

Interserve.travel is now in its second month after soft launch. As the travel world marks its transition from ticket stubs to e-tickets to Transactions, interserve.travel enables following transactions.

Vertical	Supplier	Transaction
Flight	GDS – Amadeus, Galileo	Booking, Queuing, Fulfillment
Flight	LCC - Indigo	Booking, Fulfillment
Hotels	GTA	Booking, Fulfillment
Sightseeing	GTA	Booking, Fulfillment
Transfer	GTA	Booking, Fulfillment
Hostel	Webres	Booking, Fulfillment

Special Deals Galore in Interserve OTA

Interserve has launched Industry Best Special Deals for more 30 airlines through the OTA. Transactions have started already. The process is simple.

Just log into www.interserve.travel. Download the latest deal sheet from our home page



A special fare is available for Riyadh/Dammam from Cochin. Courtesy – Kuwait Airways

Please avail of these special deals and enhance your revenue.

GTA Introducing Dynamic Inventory...

@ Rajesh, Interserve

GTA has introduced a new 'Connectivity Engine', which will allow us to offer you thousands of additional properties to their already vast range of worldwide content.

GTA is launching the first of their chain partners in to the market in April, which will provide you with access to around 2500 Hilton and Accor properties globally. Additional global and regional chain partners will be added in near future.

Coming Soon

@ Alex Augustine, Teknokraaft Systems

- Multi-City Booking in Flights (Only in Galileo)
- Enhanced Security Features
- Online Web Currency integration
- Travel Tips

Tip of the Week

@ Alex Augustine, Teknokraaft Systems

Our OTA has integrated the Q's feature to a good extend and using this you can

- ✳ Access your Q and see the messages (Only in Galileo)
- ✳ Use Q to push your PNR to a Consolidator or any other member location for fulfillment

Top Users of OTA www.interserve.travel

Vertical	Member	Unit
Galileo	Bhayvya	Travel Center, Ahmedabad
Amadeus	Nageswar Rao	Travel World, Hyderabad
GTA	Pradeep Sanghi	Sanghi Air, Jaipur
Galileo Hotels	Rajesh Prajapati	Siddharth Travels, Delhi
IndiGo	Satish Ramnani	Vensimal World Travel, Calcutta
GoAir	Archana Sawant	Universal Interserve, Mumbai
WebRes Hostel	Ram Padman	Kerala Travels Interserve, TRV

Special Mention – Purushotham, Bharat Travels, Chennai

Top Ten things requested by a tour passenger

@ Mary, Interserve

1. Best destination options
2. Competitive prices.
3. Choice of Flight
4. Visa
5. Accommodation
6. Transportation
7. Security(safe destination)
8. Food
9. Sightseeing & Shopping
10. Currency Conversion

Do you have a different set? DO send us your list.

Do you know?

- ? The first successful low-cost carrier was Pacific Southwest Airlines in the United States, which pioneered the concept in 1949
- ? IATA represents 230 airlines in over 120 countries today.

Released by Interserve Team

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