Travelport launches business intelligence tools for MEA agents

Dubai, United Arab Emirates
Jan 22, 2013

Travelport, the business services provider to the global travel industry, has started the New Year with a bang by launching a new business intelligence suite for travel agents in the Middle East and Africa.

Agentivity brings together a wide range of tools – all offering travel providers a unique and detailed insight into their agency's activity, client behaviour, booking related issues and more.

It allows automation of corporate reporting by doing queue forwarding, corporate data mailing, as well as giving corporate clients direct access to their organisation's booking data. Access to Agentivity is online and instant, it has no process changes for agents, and data updates are available constantly around the clock.

"Agentivity offers invaluable business intelligence service to busy travel agency customers by providing real-time data, 24/7, from anywhere in the world, "said Rabih Saab, President and Managing Director, Middle East and Africa, Travelport. "It can significantly improve agent efficiency by aggregating data from multiple suppliers and sources in one place, as well as providing access to valuable customer data, such as advanced booking patterns. "In addition, Agentivity also offers complete transparency over any booking issues, allowing agents to address any problems in a timely manner and avoid potential human errors thanks to the fully automated process."

Agentivity was created for Travelport by Inside Group, a technology company that specialises in the travel industry.

"Agentivity helps travel agencies to reduce costs, enhance their quality of service and increase productivity," said Riaan van Schoor, Director at Inside Group. "We are delighted to provide Agentivity in partnership with Travelport."