

# Personalization in Business Travel

Presentation to

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**BCD**  **travel**

travel smart. achieve more.

## Business Travel Personalization

As easy as on the consumer side?



- **Dilemma on corporate side of travel**
- **Matter of balance**
- **Equality**
- **Company culture**
- **Take control or be controlled**
- **Duty of care, employer responsibilities, taxation**

## Business Travel Personalization

Possibilities for  
Travel Buyer  
Organizations

- **Allow travellers to have “own judgement” and to take ownership by having more personal choices**
- **Create personalization possibilities through traveller’s profile**
- **Incentivize your travellers by offering some personalized possibilities**
- **Consider options, ask what your travellers want**
- **Allow more usage of / customized service from TMC offline service**
- **Use your big data**

## Business Travel Personalization

Possibilities for  
Travel Buyer  
Organizations

- **Travel Organization Identity / Branding**
  - **Mobilization**
  - **Targeted communication**
  - **Overall Traveller Engagement**
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- **Nokia example**
  - **Microsoft example**

