Communications

Emerging technology
and travel management

New ways to drive compliance:
the invisible hand of emerging technology

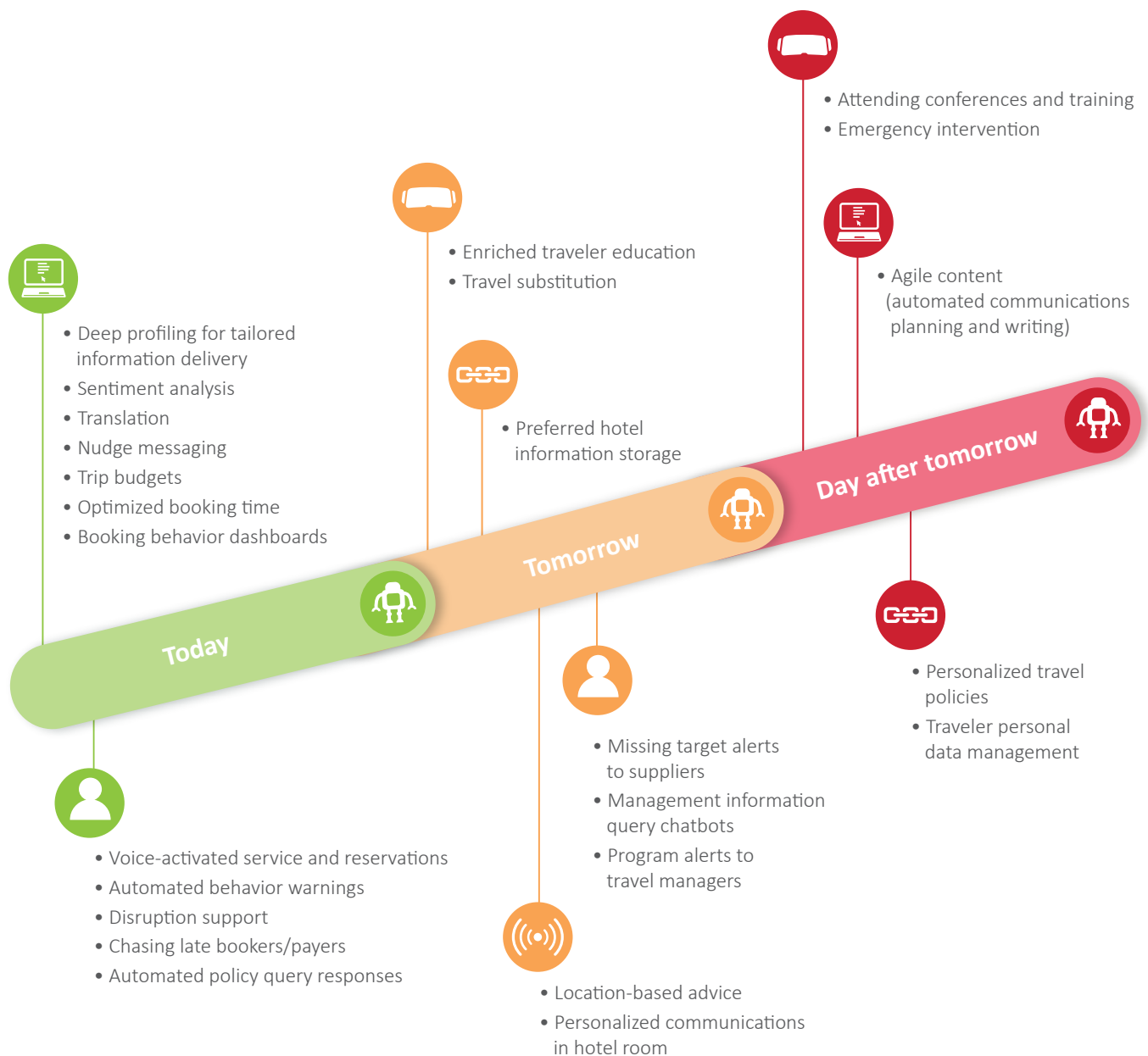|	Machine learning	Blockchain	Bots and virtual assistants	Augmented and virtual reality	Internet of Things
	A form of artificial intelligence, where software improves its performance by learning from the past.	A distributed database, in which information is controlled by independent people.	Software that can substitute a human, being able to provide personalized responses and perform other tasks based on machine learning.	Technologies, creating an immersive computer-generated environment (VR) or using virtual information to enhance the real world (AR).	A network of connected intelligent devices using the Internet to communicate.
What it means					
What it means for communications	Personalized messaging to encourage compliance.	Keeping personal preferences in a single, secure location.	Helping travelers make better and compliant travel choices.	Enhancing or replacing business trips.	Supporting travelers on the move with relevant data.

How emerging technologies can transform travel communications

Attending conferences and training
• Attending conferences and training
• Emergency intervention

• Enriched traveler education
• Travel substitution

• Agile content (automated communications planning and writing)

Today
• Deep profiling for tailored information delivery
• Sentiment analysis
• Translation
• Nudge messaging
• Trip budgets
• Optimized booking time
• Booking behavior dashboards

• Preferred hotel information storage

Tomorrow

Day after tomorrow

• Personalized travel policies
• Traveler personal data management

• Voice-activated service and reservations
• Automated behavior warnings
• Disruption support
• Chasing late bookers/payers
• Automated policy query responses

• Missing target alerts to suppliers
• Management information query chatbots
• Program alerts to travel managers

• Location-based advice
• Personalized communications in hotel room

Getting the best from emerging technology	✓ It's time to get engaged	✓ Take it step by step	✓ Don't rely just on technology
	Find out about the available innovations.	Get prepared and test the new tools.	Prepare a strategy and maintain traditional channels.