



"Each additional fare increase, logically, will be less effective. The shorter the cycle between the increases, the more likely the next increase will be less productive. I don't feel like we have reached a tipping point. We wouldn't have taken a fare increase [in April] if we weren't reasonably confident it would be effective. We are certainly not throwing it against the wall to see if it will stick."

—Southwest Airlines CEO Gary Kelly

"[AA's approach is] both evolutionary and revolutionary in the industry, but we are going through some hard times as a result of that because we are leading that effort, and some people give us credit for it and some don't.



But the reality is, we're taking a quite significant leadership position in changing how the industry presents its products and services with respect to generating additional revenue."

—American Airlines CFO Bella Goren on the carrier's controversial distribution approach and its impact on revenue



"The European market showed that fraud could be, not eradicated, but effectively shut out of a number of dimensions, and the savings were significant. The larger scare, though, is that if you are the one who chooses not to do chip, all the fraud migrates to you. Beyond normal market growth

rates of fraud, the risk always is that if you are the last one in, you will end up carrying all the fraudsters."

—BMO Financial Group director of commercial products, implementation and service Eric Hart, on the growth of the chip-and-pin credit card security standard

"Transient is fine. When you look at our select-service, which is largely business transient, it's coming in where we thought it would be. If you adjust for renovations, our market share is pretty much flat. You would have seen a dramatic drop in market share had [a loss of transient business because of rate increases] been the case. Our corporate negotiations were no more difficult than they have been in the past. It wasn't an adversarial-type thing that would have driven someone somewhere else."

—Marriott International CFO Carl Berquist

Tech Firm Deploys Mobile Platform To Improve Itinerary Management

BY LAUREN DARSON

BOOKING, PLANNING AND TRACKING individual travel itineraries for every Wolfram Research employee became an arduous task for corporate travel coordinator Shawna Cremeens. Since the tech development firm implemented Triplt Pro four months ago, however, Cremeens ditched stacks of paper detailing hundreds of travel plans in favor of one seamless, electronic mobile platform.

After reading about Triplt Pro on several blogs, Cremeens tested the application on her Android-system mobile phone and discovered that she could manage each of her travelers' itineraries with less effort. By indicating she was a traveler on each trip, Triplt Pro automatically sent Cremeens flight cancellation and delay updates. She then could make adjustments accordingly for impacted travelers.

"We treat all of our travelers as if they are VIPs," Cremeens said. "I try to make them all feel like I

that he had missed his [connecting] flight had [altered his travel plans] by time he ground, sent him an email and a text me 'You missed your flight, I already have set up for you, here is your confirmation will take care of the rest later.'"

Cremeens signed up only for Triplt Pro for notification and delay notifications, eschewing alerts and airport gate information useful to travelers.

Those travelers, meanwhile, "have a [Triplt] makes [their trip] so much easier. The tool, travel information now can be shared with travelers' spouses and shared among Cremeens said.

"It has become almost invaluable to me for that reason," she said.

Cremeens spoke of other benefits, namely to equip travelers with similar information



"If I see a plane ticket that is \$600 today and \$500 tomorrow, I look at what the extra hotel and car is going to cost and extra day of per diem. Overall, travelers don't think about it because they are told to watch cost."

—WOLFRAM RESEARCH'S SHAWNA CREMEENS

am watching their flight, even though essentially I'm not."

For Cremeens, managing each traveler's trip was unavoidable; as part of a companywide mandate, all travel must be booked through her. Travelers—including "a solid core of 45 to 50 people that travel a lot," Cremeens said—typically contact her or a member of the travel department with their ideal travel dates. Reservations on travelers' behalf then are booked through Wolfram's online booking tool, powered by Rearden Commerce and ticketed by travel management company Tavizon Travel. Exceptions are made for last-minute travel.

Cremeens said the company saves money by requiring that she initiate all travel reservations. "If they leave an hour later, I can save \$600," she explained. "If I see a plane ticket that is \$600 today and \$500 tomorrow, I look at what the extra hotel and car is going to cost and extra day of per diem. Overall, travelers don't think about that because they are told to watch cost, but they only look at the big-ticket items whereas I look at the whole picture. I am able to take the time to do that, and they don't have the time."

Previously, Cremeens would sift through printed travel itineraries or scour her online database for flight numbers or hotel confirmations to assist travelers in need. "In order to keep track of all of our travelers, I had to take home paper files every day," she said.

Now, Cremeens said she usually is already aware of problems her travelers encounter because she had received a text message alert from Triplt Pro. Cremeens provided this example: "There was someone who was going to miss the last flight of the day because of weather. While he was on the plane, he had no idea

able to a travel agent. "I would rather have [information] all pulled up when you walk [airport] counter and you can say, 'Put flight with this airline, they have seats.'"

Wolfram purchased Triplt Pro individually instead of purchasing Triplt Pro for the company because "Triplt Pro is a one-time fee of \$1,000 opposed to Triplt for Business," which is a monthly fee based upon the amount of user Cremeens said. Moreover, after a 30-day trial of Triplt Pro for Business, she found that "Triplt Pro is much better than Triplt for Business."

Cremeens added that integrating Triplt Pro with Concur (which this year purchased Triplt Pro for the company, but completing the company's Triplt Pro rollout is the first task.

Meanwhile, Cremeens also uses a mobile application from FlightStats to predict flight cancellations on weather conditions; itinerary data is synchronized with the FlightStats tool. ■

