

The BTS Travel & Transport Business Simulation

Objective

Experience the key business drivers and challenges of the Travel and Transport industry; learn, practice and apply the principles, behaviors and skills necessary to manage a Travel and Transport business for success.

Audience

- Managers and employees in the Travel and Transport industry
- Sales organizations and account teams with Travel and Transport companies as major clients

Business Issues

To successfully compete in a highly competitive and demanding global marketplace, Travel and Transport companies must develop sales and marketing strategies that increase operational efficiency and drive profitability.

To provide solutions to clients in the Travel and Transport industry, it is critical to have a comprehensive understanding of their business, their objectives and their challenges – those business challenges unique to their organization as well as those triggered by the industry and marketplace.

The BTS Travel & Transport Simulation will enable participants to:

Articulate the key strategic and financial challenges and drivers of the Travel and Transport business

Transform the company's product and service offerings to meet changing market trends and increasing competition

- Identify market trends
- Create customer value by meeting customer needs
- Offer new, high-quality products consistent with customer needs
- Invest in service levels to improve the customer experience

Grow revenues by managing the company's marketing mix

- Focus on brand and product mix
- Build brand/Customer loyalty

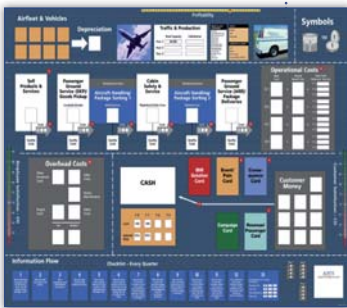
Reduce cost by implementing operational efficiency and excellence initiatives

- Invest in projects that increase service and competence levels
- Increase customer satisfaction
- Increase employee satisfaction

Solution

The BTS Travel & Transport Simulation is a 1-day program that introduces the key challenges and business drivers of the Travel and Transport business. The simulation is an interactive learning experience that places participants in realistic, problem solving scenarios. Given the opportunity to reason through these situations, participants learn, practice and apply the behaviors and skills that will enable them to manage a Travel and Transport business more effectively and efficiently. To provide a deeper understanding of how their decisions directly impact the performance of the organization and to ensure the immediate application of new skills on the job, participants receive feedback and performance analyses at the end of each simulation session or year.

The BTS Travel & Transport Simulation is designed to be experienced as either a stand alone learning solution or as part of a comprehensive training program. The comprehensive program includes group discussions, problem solving exercises and team activities that further reinforce the principles and skills that lead Travel and Transport organizations to success.



The BTS Travel & Transport Board Simulation will enable your organization to:

- Translate the key challenges of the Travel and Transport industry into proactive forecasting and strategic decision-making
- Grow revenue and reduce costs through operational efficiency and excellence
- Communicate the “big picture” awareness of how individual performance impacts organizational profitability
- Leverage the important drivers of project profitability
- Build effective, collaborative teams
- Create and deliver more customer value through high-quality products and services

About BTS:

BTS partners with leading companies to accelerate change and improve business results. We are the world leader in customized business simulations and other discovery learning solutions that enable leading corporations to change, grow and succeed. BTS adds value for our Global Fortune 1000 clients through three practice areas: Strategic Alignment & Business Acumen, Leadership & Management, and Sales. We have additional capability in Operational Excellence & Project Management and offer an innovative Engage for Change process. BTS is a public company listed on the Swedish Stock Exchange and trades under the symbol BTS B.

For more information please visit www.bts.com.

Sampling of other BTS Clients

- Accenture
- Aetna
- AstraZeneca
- AT&T
- Bank of America
- Bell South
- Boeing
- Cisco Systems
- Coca-Cola
- Gap Inc.
- General Electric
- Hewlett-Packard
- Honeywell
- IBM
- ING
- Liberty Mutual
- Liz Claiborne
- Macy's Inc.
- McKinsey
- Microsoft
- Nokia
- Philips
- Sony
- Texas Instrument
- Time Warner
- Toyota Motor Company
- Vodafone
- Weyerhaeuser