

AMERICAN EXPRESS  
GLOBAL INTERACTIVE TRAVEL GROUP

## Customized Interactive Travel Solutions Worldwide

Since 1996, American Express has been a pioneer in developing customized, end-to-end interactive travel solutions for companies of all sizes.

Our online booking tools, e-fulfillment centers and effective usage strategies have helped our U.S.-based clients cut airfares from 10-20% and reduce their travel processing costs up to 70%.

And now we're bringing our expertise to customers worldwide, tailoring our proven interactive solutions to our clients' needs and to the market requirements of each global region.



Corporate  
Travel

INTERACTIVE  TRAVEL GROUP

## Global Vision, Custom Solutions

American Express has been in the forefront of the interactive travel boom in the U.S., developing end-to-end interactive travel solutions that total millions of dollars in savings for thousands of customers.

With the steady rise in interactive travel worldwide, we are rolling out our most successful strategies to other countries, and adapting them to the cultural differences and specific business requirements of each global market.

To that end, we created the **Global Interactive Travel Group (ITG)**, the industry's only global interactive travel organization with dedicated management, personnel and resources

American Express Global ITG is comprised of experienced travel and technology industry professionals with extensive backgrounds in travel management, GDS systems and all major online booking engines.

The Global Leadership Team spearheads product development, implementation and operations while the Dedicated Usage Group and Interactive Travel Specialists provide customers with navigational and technical support, training, and usage strategies.

### AMERICAN EXPRESS GLOBAL INTERACTIVE STRATEGY

To be a  
**single source partner**  
for all our clients'  
interactive requirements.

To **carefully** adapt successful  
interactive strategies to  
the cultural differences  
and specific business  
requirements of each  
global market.

## Best in Class Technology Partners

In addition to our own global interactive resources, American Express partners with leading technology providers in each region, integrating their products into our portfolio of interactive travel solutions.

We have strong alliances with GetThere and with Amadeus subsidiary e-Travel—the top two leaders in interactive booking technology. We also offer customers a choice of popular European booking engines, including Frankfurt-based iFAO and Paris-based KDS.

And we are working with leading technology providers in Europe to integrate rail, low cost and Web-only fare carriers, and non-GDS hotels into online booking engines.

Our dedicated global interactive organization and partnerships with the major travel booking providers enable American Express to provide superior interactive solutions and support for customers in the U.S., Europe and worldwide.

### CORPORATE TRAVEL ONLINE



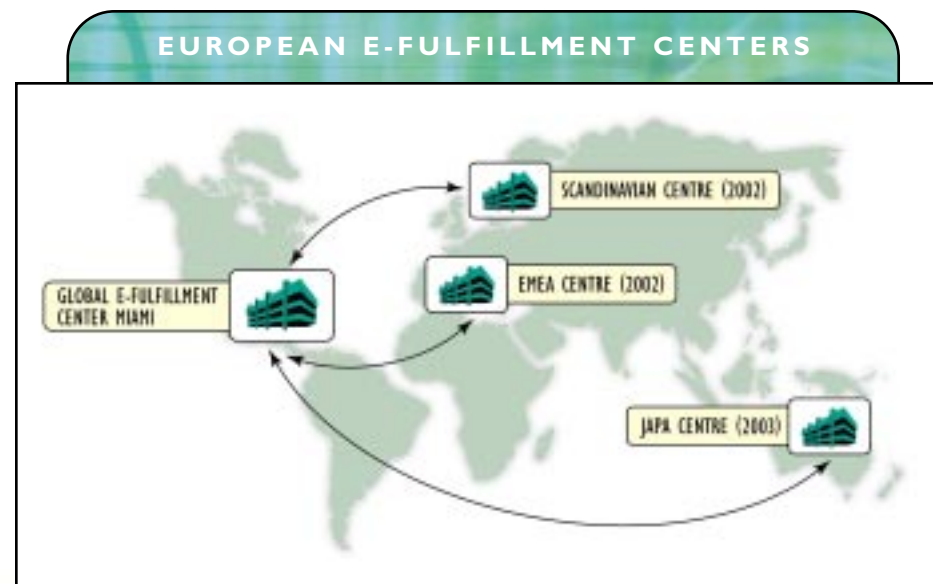
## Automated E-Fulfillment

American Express applied *Six Sigma* re-engineering to streamline and automate most manual fulfillment tasks for interactive bookings processed at our Global E-Fulfillment Centers (EFC) in Miami and Phoenix. Today, over 85% of online transactions are processed with no human intervention and take just seconds, rather than minutes, to complete

As a result, online bookings can be processed much faster, at a higher volume, and at a much lower cost. And the savings are passed on to customers in reduced transaction fees, averaging **50%-70%** lower than those of traditional reservations.

In addition, American Express has opened Global E-Fulfillment Centers in Stockholm and Nice (Sophia Antipolis) to better serve our European interactive customers. An additional E-Fulfillment Center will open later this year to serve customers in Japan, Australia and Asia/Pacific.

The Global E-Fulfillment Centers serve as back for up each other to ensure continual service and support for our customers. Each is staffed with multi-lingual Interactive Travel Specialists available 24/7 to answer navigational questions for all major booking engines, and provide traditional en route travel assistance.



## Savings on Travel Costs

### LOWER AVERAGE TICKET PRICES

Our interactive booking tools can be customized to display only preferred vendors and negotiated rates. Clients have saved up to 20% on average air ticket prices, as travelers are more likely to select lower-cost options when their choices are limited.

### REDUCED TRANSACTION FEES

Agency transaction fees for interactive bookings are 50-70% lower than for traditional agent reservations, as automated e-fulfillment significantly lowers processing costs. Therefore, the more your company books online, the greater the savings.

### ENHANCED EXPENSE MANAGEMENT

All interactive booking are consolidated with traditional travel bookings, providing a total travel spending picture to aid in budgeting, cost allocation and expense management. American Express is also developing a Global MIS reports package which will consolidate traditional and online travel spending across geographic regions.

### SAVINGS BY THE NUMBERS

**1,400+** Customers who use American Express online booking and/or E-Fulfillment services

**85%** Percentage of "touch-free" transactions processed through the Miami E-Fulfillment Centre

**80%+** Online adoption rate of American Express' five largest e-fulfillment customers

**50-70%** Average reduction in transaction fees for clients using American Express E-Fulfillment Centres

**41%** Average adoption rate of American Express customers as compared to 9.5 percent industry average

**15-20%** Savings on Average Ticket Price for customers using American Express online booking tools

# Increasing Online Adoption Rates

## DEDICATED INTERACTIVE USAGE GROUP

Using best practices and case studies, Global ITG Usage Managers help customers develop successful online adoption strategies, tailored to the company's corporate culture and needs. These strategies can include:

- Senior management mandates
- Traveler/travel arranger incentive programs
- Web-based and classroom training
- Price differentials for different booking methods
- FAQs and marketing collateral

## TRAVEL MANAGER TOOLKIT

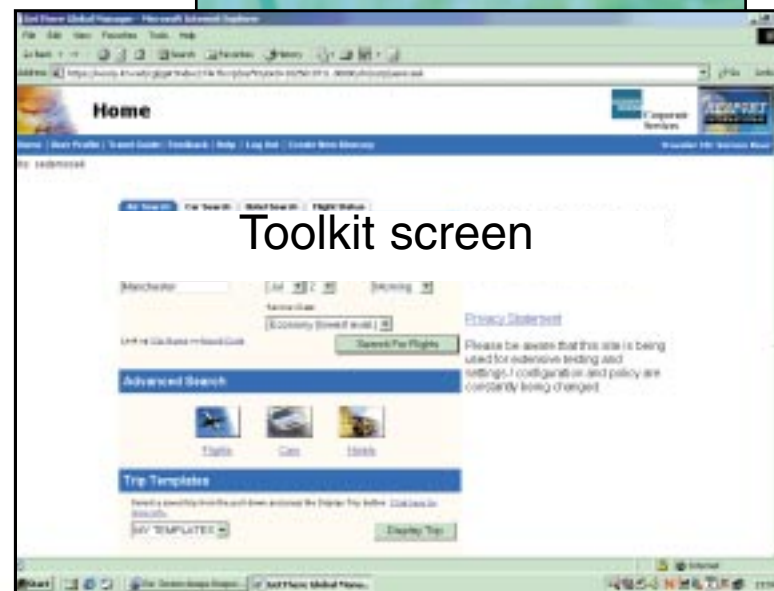
This comprehensive Web site, available in multiple languages, hosts a broad range of tools and resources to help travel managers increase online booking rates. Included are top usage strategies, sample communications, implementation guidelines, reference guides, links to other travel resources, and a virtual tour of our Miami Global E-Fulfillment Center.

## EXTENSIVE USER SUPPORT

Our extensive user support has helped increase the online adoption rates for hundreds of clients. A staff of Interactive Travel Specialists are on-hand 24/7 to guide new users through the booking process for American Express' interactive tools, as well as other third party booking systems.

In addition to navigational and technical questions, American Express also provides interactive customers with traditional en route travel assistance 24 hours a day.

### TRAVEL MANAGER TOOLKIT



# Driving Online Usage to Maximize Savings

As a leader in interactive travel management, American Express knows the challenges companies face in the large-scale adoption of online booking products.

We take the best of what we've learned from our success in the U.S. and adapt these strategies to the cultural differences and specific business requirements of our interactive customers in Europe and worldwide.

## CHANGE MANAGEMENT IS KEY

A comprehensive, well-planned change management process is instrumental for increasing online adoption rates among travelers. Our experience has shown that both management and travelers alike become motivated to increase online bookings once they see the savings that can be achieved.

### SUCCESS STORIES

#### Global ITG Success Story | Leo Burnett

Leo Burnett used an American Express best practice to increase their online adoption levels in the U.K. Travelers who booked online were charged a lower internal processing fee than those who called an agent. Fees were clearly itemized and applied directly to the travelers' charge cards.

**Result:** Online bookings jumped to 80%, and the company greatly reduced its travel costs.

#### Global ITG Success Story | Xerox Europe

Xerox Europe set up a test group to determine to what extent online bookings could reduce company travel costs.

**Result:** In the first month, the test group achieved a 7% reduction in average ticket prices for Xerox Europe's top city pairs.