

## You Deserve Better Data



You want to optimize every aspect of your travel business. You've invested in the ClientBase CRM tool to provide profile, contact, and trip management abilities for your agency.

iZento has spent the past 2 years looking at ClientBase Res Card data across many agencies just like yours. We've discovered agency data is not as correct or complete as many assume. To remedy this problem, we've developed tools that can help you measure the quality of your data and enhance the value of this frequently underutilized asset. You can do this with minimal impact to your ongoing business processes.

### How Good is Your Data?

*"Most agency owners think that their data from Res Cards is very good. Unfortunately that is generally not the case.*

*From what we have seen only about 20% of the potential data is complete, leaving a great deal of room for negative client experiences due to incorrect or incomplete data input within a booking."*



**Dr. Robert Joselyn (Dr. Bob), President & CEO  
The Joselyn Consulting Group and  
TAMS (Travel Agency Management Solutions)**

## What Owners Tell Us

- *“I sometimes have problems exporting data to my consortium.”*
- *“Imported bookings often need corrections.”*
- *“Our new mobile app needs data adjustments.”*
- *“I’ve never actually measured my data quality.”*

## Why We Care about Res Card Data

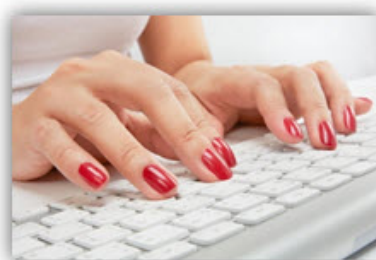


- Nothing represents your agents and your agency more than the documents you produce. Providing an accurate and complete traveler package based on the booking information on your Res Cards is a basic requirement for any travel agency.
- You and your consortium depend on accurate information to support the business decisions and marketing programs you depend on to drive your business. If critical information is missing or inaccurate, it may mislead you to make sub-optimal business decisions.
- Lack of accurate traveler information will prevent you from leveraging past or upcoming travel experiences to promote future opportunities.
- Many third party apps use CDQ (Cross Database Query) data to support their applications. This data is produced from content on your Res Cards. When booking information is missing, third parties require your agents to manually add it on their website so they can produce itineraries. This information is lost to you – it does not migrate to the Res Card – so you have no knowledge or control over it. Getting complete information on the Res Card eliminates this problem.

## Where Does Bad Data Come From?

### ***Agents may enter data incorrectly or incompletely***

- Need training
- Time constraints
- Unclear or inconsistent agency guidelines



### ***Imported Data can be incomplete or incorrect or inconsistent!***

- Empty data fields
  - Missing pick-up and drop-off cities for transfers, cars
  - Missing pick-up and drop-off dates for transfers
- Wrong data in critical data fields
  - Supplier corporate address in hotel address fields
  - City imported as: *CANCUN/ RIVIERA MAYA, MEXICO* or *Dominican Republic*
  - Country imported as: *Caribbean*
- Wrong provider type
  - Transportation booking classified as a Tour
  - Misc. items should be reclassified
- GDS and Live Connect Data Incomplete/Wrong
  - Advise TRAMS of issues
  - Alert Suppliers



## What Can Be Done?

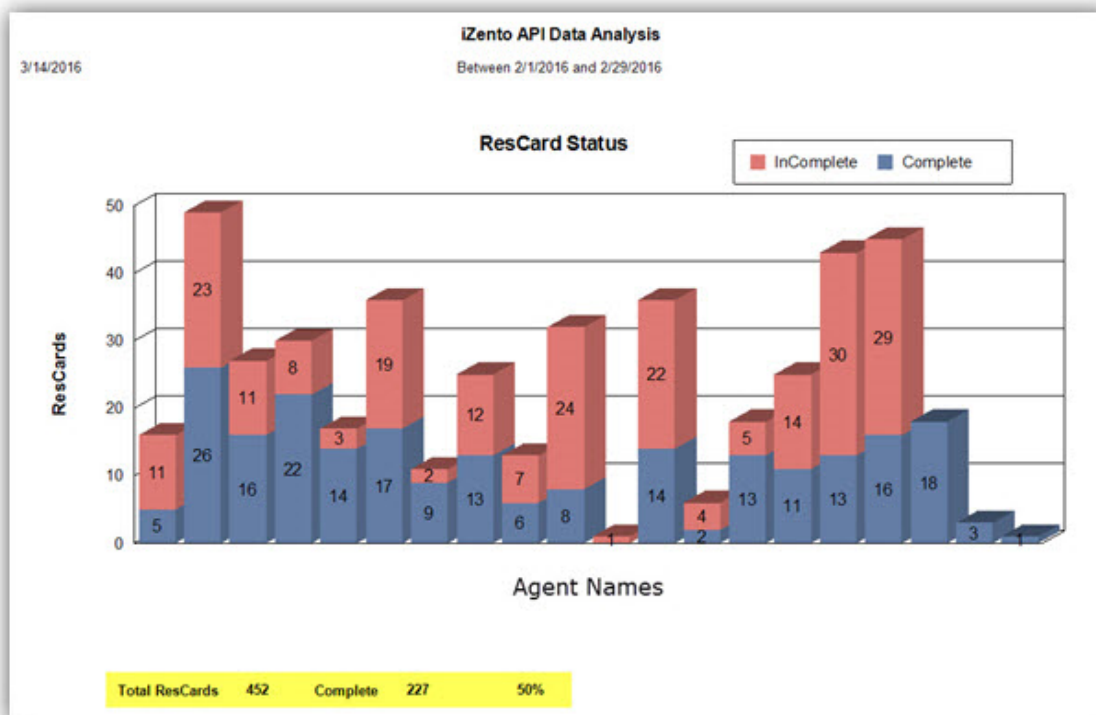
### *iZento's ClientBase QC Service Improves your Data*

- Runs in Silent Mode – No agency or agent disruption
- Analyzes all Res Card bookings
- Pinpoints errors and omissions
- Generates reports for owners



### *iZento's QC Service Helps You Understand your Data*

- Agency reporting tools track compliance



## iZento's QC Service Helps You Understand your Data

- Agency reporting tools track errors and omissions
- Helps identify trending or repeated errors

**iZento API Data Analysis**  
Between 2/1/2016 and 2/29/2016

3/2/2016

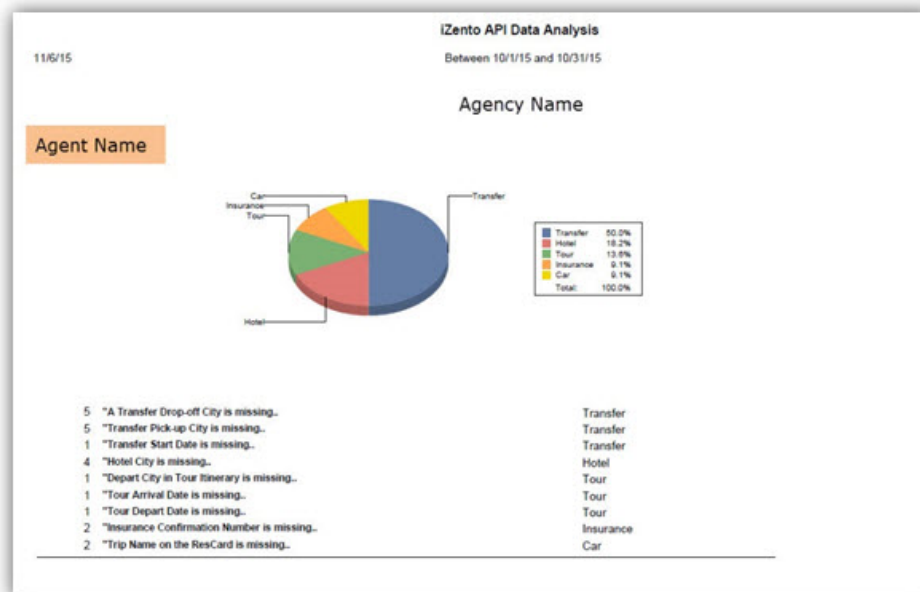
Total Agency Summary of Missing Items

22 Total ResCards with Missing Items	Air	Cruise	Hotel	Insurance	Other	Tour	Total
<b>Total</b>	<b>3</b>	<b>2</b>	<b>27</b>	<b>6</b>	<b>4</b>	<b>13</b>	<b>55</b>
Hotel City is missing.	-	-	11	-	-	-	11
Depart City in a tour itinerary is missing.	-	-	-	-	-	9	9
Hotel End Date is missing.	-	-	8	-	-	-	8
Hotel Start Date is missing.	-	-	8	-	-	-	8
Insurance Confirmation Number is missing.	-	-	-	6	-	-	6
Tour Arrival Date is missing.	-	-	-	-	-	2	2
Other - See Note Below for %	3	2	-	-	4	2	11

Note - Other includes 20%

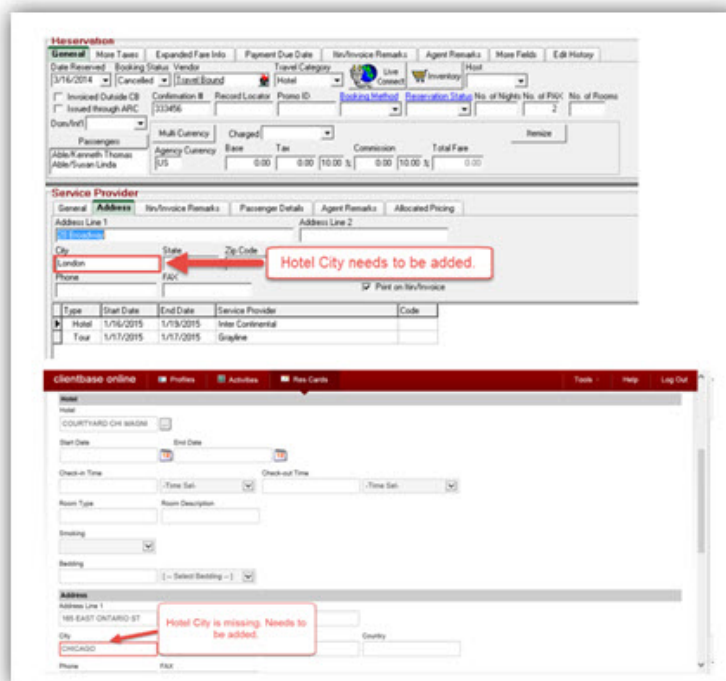
## iZento's QC Service Helps Agents Improve your Data

- Error reports provide targeted, actionable data
  - Small changes = Big results!



## iZento's QC Service Helps Agents Improve your Data

- Great Training Tool - turn on Agent's "Res Card Update Assistant"



The image displays two screenshots of the iZento software interface. The top screenshot shows a 'Reservation' form with a red box around the 'City' field containing 'London' and a message 'Hotel City needs to be added.' The bottom screenshot shows a 'Res Card' form with a red box around the 'City' field containing 'CHICAGO' and a message 'Hotel City is missing. Needs to be added.'

## iZento Provides QC Insurance

*"One of the features I like about iZento's product is that it shows agents what data is missing or incorrect.*

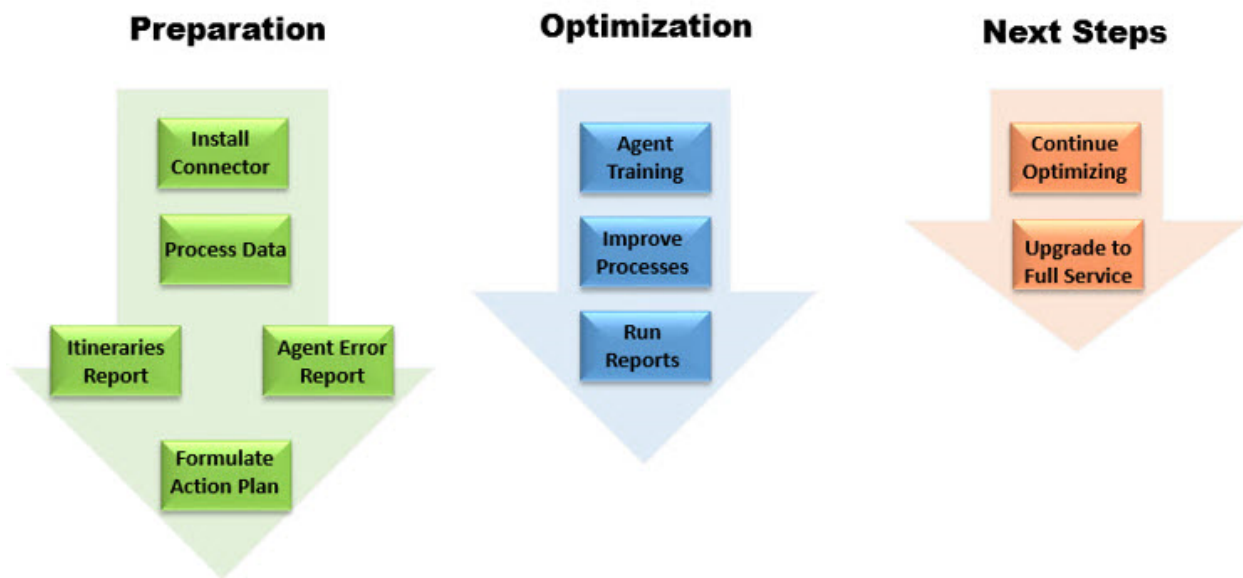
*I see it as Quality Control insurance for the client, the agent and the agency."*



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## iZento's "You Deserve Better Data" Solution

### iZento QC Service



Bottom Line – It's Up to You

***You decide what level of compliance is best for your agency***

- A few minor changes yield big quality improvements
- You control agent involvement
- Training available from multiple sources, including TRAMS & iZento
- Roll out at your own speed



## Next Steps



### Price

\$50/month/agency

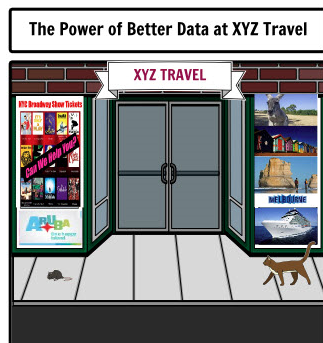
Up to 5,000 Res Cards/year



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[Link to Power of Better Data Storyboard](#)