

innovation in travel management with redspottedhanky



How Atos revolutionized online retail in the travel and transport sector

Most of us have become used to booking and managing our own travel needs online. Yet this can still be a complex, time-consuming and sometimes expensive process. Now Atos is changing the rules of the game, offering more cost-effective, fully integrated and added value travel management through redspottedhanky.

Few of us go to traditional travel agents any more, certainly not when we are booking train tickets, flights, car hire and hotels. This transformational change has been represented to the public as a source of convenience and empowerment, but the existing arrangements are far from perfect.

We're still some distance from the kind of integrated, convenient travel management experience most of us want. With redspottedhanky, Atos is bringing this new world of speed and simplicity a big step closer.

A fresh approach

Atos has a long track record for supporting rail operating companies in ticket sales, but in 2009 took the decision to use its own software as the basis for redspottedhanky, a new concept in online retail, targeting the travel and transport sector.

Once the decision was taken, matters moved very fast. Formal go-ahead was given in early February 2010, and launch date for the new service to the general public was set for June 30th: just 20 weeks later. In this hectic development period, Atos and its marketing partners created a true online brand, built a communication and marketing program targeted at the B2C market, and tested the ticketing engine to ensure a smooth and trouble-free launch

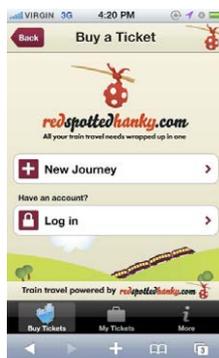
redspottedhanky was launched to challenge the existing travel booking and management services then available, and a new approach was certainly needed. Take rail travel as an example. In the UK, the easiest way to book tickets for journeys that involve changing from one Train Operating Company (TOC) to another is not to use the TOC websites but to book through a specialist online retailer, which charge significant booking fees. If you then add the need to compare and then book an hotel, look for local car hire at your destination, perhaps book theatre tickets and investigate places of interest: the net result could be a long time spent online, with significant hidden costs (your time) and some real costs, too (yet further booking fees). Atos believed there had to be a better way...

This was from the start a true “born on the web” service, designed to maximize the full potential of online services, with a style targeted at the growing population of digital natives who travel widely, are used to making their own choices and expect an experience that consistently meets their high expectations.

A creative solution

redspottedhanky does not look or behave like a “normal” booking site. It is filled with added value, is highly intuitive and engaging in design, and is extremely simple to use. The site does not just put a retail front end onto an old-fashioned set of booking routines: every part, from core booking engine through to the icons and images used for guidance and fulfillment fit perfectly together. The service components have also been carefully thought-through to ensure maximum “stickiness” for the site and loyalty for the service, itself.

- ▶ Social networking is built in, with Facebook and Twitter ensuring access to peer groups and build strong word of mouth support
- ▶ Uniquely, redspottedhanky not only charges no booking fees, it also has its own loyalty scheme, using vouchers for useful and worthwhile rewards
- ▶ Added value has been a key feature from day one. The site hosts blogs that highlight attractions (arts festivals, for example) and essential information about destinations in the UK
- ▶ Access to a wider range of services has always been possible, and options have grown rapidly since launch.



The redspottedhanky smartphone app is now the sales channel of choice for a growing number of digital natives. Thousands use our app every day, which provides virtually all the functionality of the original online portal.

The look of the redspottedhanky site is simply unique. The emphasis is on fun and instant engagement. There is nothing solemn about our service. From the start, this is on offer that you want to explore and use to the full.

Delivering added value

redspottedhanky was conceived from the start as a “real” retail brand, not just a software engine with a basic user interface.

Since launch, therefore, the service has evolved and developed in the same way that any ambitious retailer will do. Right from the start, using our site was conceived of as a true, all-round experience, and we have pioneered numerous value-added options that have proved highly attractive to customers. These include:

- ▶ Send in your photo of a trip booked using redspottedhanky and win a prize
- ▶ Learn about your destination, or prove the knowledge you gained on your trip, and win in one of our online quizzes
- ▶ Earn loyalty vouchers and cash them in for everything from free music downloads to a free coffee to a personalized greetings card
- ▶ Take part in a fantasy sports competition, and bring your friends
- ▶ Pick up the free merchandise we give away every month.

Loyalty schemes, two-way communication and deeper engagement: these are key factors in the appeal of redspottedhanky in the marketplace.

Strategic emphasis is on B2C, but redspottedhanky has also proved successful as a travel management service for business users. This has proved especially attractive to smaller businesses but is now also being adopted by larger business users because it offers an ideal combination of convenience (flexible online booking), control (users can set parameters and limits for spend) and cost management (providing an “on-account” service, without the need for upfront spend). As a more intelligent alternative to credit cards, redspottedhanky is hard to beat.



redspottedhanky always offers you something new, additional reasons to staying loyal while building up the benefits you gain from “shopping” with us. Use of social media has been a key factor in our growth, and continues to drive closer engagement.

Delivering results

When the site went live, on time and on budget, an integrated marketing campaign was launched in key UK regions, using Television Radio, Search Engine Optimization, Social Networks (Facebook and Twitter), backed by targeted email interaction with new customers. The results have been impressive.

- ▶ **Sales at £1 million per week after 18 months, 3500 transactions each day**
- ▶ **800,000 registered users, 650,000 opted-into ongoing communication**
- ▶ **35,000 social media followers, and growing fast**
- ▶ **800 new customers acquired each day**
- ▶ **51% average savings to customers, with 80% savings quite common**
- ▶ **No charge for ticket delivery, except for guaranteed next day**
- ▶ **10% of all sales through mobile handsets**
- ▶ **200,000 smart app downloads by end of 2012**
- ▶ **4000 individual app users each day (and growing fast).**

Delivering the wider benefits

In its first three years, redspottedhanky has delivered major benefits to customers, has helped bring positive changes to the entire market and has enabled Atos to gain a leadership position as a true digital innovator.

- ▶ Customers have benefited from a service that offers greater functionality and lower costs than any comparable online service. Continuous growth and outstanding loyalty are clear evidence of the market need for this new approach
- ▶ The UK market has now become one of the most sophisticated in the world for travel and related booking services, and the innovations brought in by Atos have forced the entire industry to raise its game, benefitting consumers and business customers, alike
- ▶ redspottedhanky is now becoming international, now covering a growing range of European destinations and some global locations, as well. Projected evolution will enable customers to benefit from our pioneering service innovations in many countries, apart from the UK.

Yet perhaps the greatest impact of redspottedhanky has been on Atos. By choosing to build, develop and operate the service, Atos has achieved something that most of its competitors could not do. We have proved our credentials as real digital natives, a company that lives and trades online, has a track record of outstanding innovation and engagement with the rising generation, for whom online interaction is a way of life.

Not only does redspottedhanky set new standards for integrated travel management, it gives us the experiences, learnings and knowledge that will feed into innovative new services in every other market sector, as well. For Atos, redspottedhanky is one of the keys to long-term leadership in the 21st century marketplace.



Growing into the future

redspottedhanky is now moving fast to develop a fully integrated travel management scheme. Working with key specialist partners, such as Expedia (for hotels) and Car Trawler (for car hire in many different countries), we can now provide a complete experience from a single point of contact.

Customers are now able to book hotels globally, theatre tickets in the UK, rail journeys across Europe, car hire globally and flights globally, bringing exceptional convenience and speed to the whole experience. In the next stage of development, however, redspottedhanky will break new ground yet again by creating a real-time travel management service, which may be the first of its kind in the world.

We are now mobilizing a wider range of Atos capability to transform the potential of our travel management concept. This will include use of contextual data, through the unique Atos Context Broker solution, to add real time travel management capability to the core redspottedhanky concept.

With richer two-way communication and customer feedback options, building on Atos Tempos 21 original research, the result could be a service that finally provides what the travelling public have been asking for over the years: not just multiple booking options but a responsive, proactive, real-time service that turns simple online booking into a live travel management tool that has the potential to transform the market.



Regular launch of new services is a key feature in the evolution of redspottedhanky, and the pace of change is as high as ever.

About Atos

Atos SE (Societas Europaea) is an international information technology services company with annual 2012 revenue of EUR 8.8 billion and 76,400 employees in 47 countries. Serving a global client base, it delivers Hi-Tech Transactional Services, Consulting & Technology Services, Systems Integration and Managed Services. With its deep technology expertise and industry knowledge, it works with clients across the following market sectors: Manufacturing, Retail & Services; Public sector, Healthcare & Transport; Financial Services; Telecoms, Media & Technology; Energy & Utilities.

Atos is focused on business technology that powers progress and helps organizations to create their firm of the future. It is the Worldwide Information Technology Partner for the Olympic and Paralympic Games and is quoted on the NYSE Euronext Paris market. Atos operates under the brands Atos, Atos Consulting & Technology Services, Atos Worldline and Atos Worldgrid.

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