

**AMERICAN EXPRESS
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 clients cut airfares from 15-20% 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 at the forefront of the interactive travel boom, 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 **Interactive Travel Group (ITG)**, the industry's only global interactive travel organization with dedicated management, personnel and resources.

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 leverage **successful
interactive strategies** while
incorporating the cultural
differences and specific
business requirements of
each global market.

Savings on Travel Costs

LOWER AVERAGE TICKET PRICES

Our interactive booking tools can be customized to display preferred vendors and negotiated rates. Clients have saved 15-20% on average air ticket prices, as travelers are more likely to select lower-cost options when their full range of choices are displayed.

REDUCED TRANSACTION FEES

Agency transaction fees for interactive bookings are up to 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 bookings are consolidated with traditional travel bookings, providing a total travel spending picture to aid in budgeting, cost allocation, vendor negotiation 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

15-20% Savings on average ticket price for customers using American Express online booking tools

Up to 70% Reduction in transaction fees for clients using American Express E-Fulfillment Centers

52% Average adoption rate of American Express' 100 largest customers (as compared to 20 percent industry average)

98% Highest online adoption rate of an American Express e-fulfillment customer

84% Percentage of "touch-free" transactions processed through the Miami E-Fulfillment Center

2,500 Customers who use American Express online booking and/or e-fulfillment services worldwide

Source: American Express

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 Center (EFC) in Miami. Today, over 84% of online transactions are processed with no human intervention and take just seconds, rather than up to 15 minutes in a traditional environment, to complete.

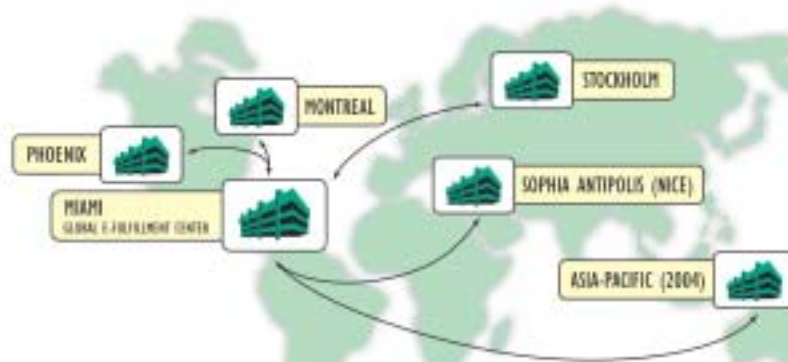
As a result, online bookings can be processed much faster, at a higher volume, and at a much lower cost. And the savings are passed on to customers in reduced transaction fees – **up to 70%** lower than those of traditional reservations.

Recognizing the importance of language needs and cultural issues related to interactive travel, American Express has two dedicated interactive travel facilities in Europe. Our center in Stockholm, Sweden is dedicated to customers located in Sweden, Norway, Denmark, Finland and the Netherlands. Our other European center is located in Sophia Antipolis (near Nice, France) and supports customers located in France, Germany, Belgium, Spain and Italy. Additionally, our flagship

E-Fulfillment Center in Miami has been expanded to service customers based in the UK, Ireland, Canada and Latin America. Those centers are able to support customers in 32 languages and we have plans to open an additional center to support the Asia-Pacific region in the near future.

The Global E-Fulfillment Centers work in tandem to ensure that continuous service and support is available to our customers at all times of the day around the world. 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.

GLOBAL E-FULFILLMENT CENTERS



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 UK

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

Result: *The test group achieved a 7% reduction in average ticket prices for Xerox's top city pairs in the first month and 16% reduction in the following 2 months. The successful start has encouraged Xerox to mandate an online program across Europe with American Express.*

Source: American Express

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 and links to other travel resources.

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.



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 global 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 i:FAO and Paris-based KDS.

And we are working with these leading technology providers 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.

ONLINE BOOKING TOOLS

The screenshot shows the 'begin search' interface of the Corporate Travel Online system. The header includes the 'Corporate Travel Online' logo and the 'Skyline' logo. A navigation bar contains links for 'Home', 'My Account', 'My Trips', 'Help', and 'Logout'. A message box says 'Welcome to CTO!'. Below this, a note instructs users to click on 'My Account' to complete their profile. The main search area is titled 'begin search' and contains several input fields: 'From' (set to 'London'), 'To' (set to 'London'), 'Depart' (set to '2008-01-20'), and 'Return' (set to '2008-01-20'). There are also dropdown menus for 'Class of Service' and 'Cabin Class'. A 'Search' button is located at the bottom of the search area. To the right, there are two calendar widgets for selecting dates. Below the search area, there are sections for 'Hotel and Car Reservations' and 'arrive/departure information'. A 'Travel Tools' section is also visible on the right side of the page.

The screenshot shows the 'Flight Details' page for a flight from London (LON) to San Francisco (SFO) on United Airlines. The flight number is 600. The page features a large graphic of the aircraft's cabin layout, showing the seating arrangement. Below the cabin layout, there is a list of services and amenities, including 'Free food', 'Priority Board', 'Head Phones', 'Aircraft Fuel', 'In-flight Entertainment', 'In-flight Wi-Fi', and 'Crew Amenities'. The page also includes a 'Passenger List' section and a 'Flight Details' section with various flight information. The 'Corporate Travel Online' and 'Skyline' logos are visible at the top of the page.

www.americanexpress.com/itg

