

**Travel Team**  
CONSULTING



**A Hand Book  
on  
Multi-Disciplined Travel  
Consultants**

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[www.Travelteamconsulting.com](http://www.Travelteamconsulting.com)

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## An Article on Travel Consulting Firms

Are you into the travel industry and looking for a way to revamp your business and do not know whom to consult or where to start from? If you are ready to experiment with new methods and techniques to rev up your stagnant business profits, then you can take the help of a travel consulting firm. These firms specialize in developing integrated campaigns from the beginning to execution and provide a full range of creative services customized for your business requirements.

One of the apex **strategic consulting firms** in the travel industry that has vast experience and expertise in the field of specialized consultancy is Travel Team Consulting. They provide multi-disciplined consulting in many aspects such as:

**Recruitment process-** If your company suffers from employee attrition you can avail the services of Travel Team Consulting to recruit apt candidates. They will also provide you with great retention strategies.

**Partnerships-** One of the services provided by the company includes helping you with enhancing the **marketing and distribution strategy** and boosting sales, expanding market reach and building brand affinity. Their specialties include Integrated Brand Alliances, Regional Retail Promotions, Public Relations and Media Partnerships.

**Conversion Improvement-** Conversion means a section of brand conscious people who choose to purchase or subscribe to your company's products or services in some or the other way. With the service that Travel Team Consulting provides, you will be able to improve your conversion ratio significantly.

**Corporate Travel Auditing-** Travel Team Consulting performs **travel audit** to identify the problem areas and even fraud, in every aspect of your travel program. They then provide a detailed summary describing the future course of action specific to the particular company.

Apart from these, we also provide **Strategic Business Consulting** services in areas such as Call Center Design, outsourcing and IT department off shoring, Web Optimization, Tracking Programs, Marketing and Distribution Strategy, Mergers and Acquisitions, Supplier Negotiations, Investor Validation and many other fields. They provide a plethora of services and help you identify the best course of action that would be beneficial to your company, and execute it as well.

## Are You Getting a Positive ROI from Your Marketing Initiatives?

Every company in the travel industry advertises its services through some form of media to create brand awareness amongst its target audiences. However, advertising is not always successful, and most often than not it falls flat in increasing your sales or creating awareness and does not give the desired return on investment or in other words ROI. This is because that particular marketing strategy does not have an impact on your potential customers.

If such is the case, then there certainly is something faulty in your **Travel marketing solutions**. This means that you need to seek help from a professional organization that specializes in creating integrated campaigns right from the beginning to execution, and provides a full range of creative services customized to suit your business needs.

A renowned US based travel consulting firm that has vast experience in the field of specialized consultancy is Travel Team Consulting (TTC). They are **Multi-Disciplined Consultants** providing consulting in many aspects such as Branding and Strategic Business Consulting, Executive Recruiting, Partnerships & Alliances, Conversion Improvement, Call Center Design, **Offshoring Outsourcing BPO** & IT, Branding and Strategic Marketing, Web Optimization, Tracking Programs, Marketing and Distribution Strategy, Mergers and Acquisitions, Supplier Negotiations, Investor Validation. Let us assess some of the different marketing aspects where TTC can help improvise upon your company's marketing initiatives and turn them around to get you positive ROI:

**Conversion rate-** This is the percentage of users who purchase or subscribe to your products, or become a lead or inquiry for your company. If you have significant brand awareness, but are not realizing returns that match your expectations, this can result in negative ROI from your marketing strategies. TTC can increase your conversion rates by using strategies that highly improve your ROI.

**Targeted Tracking Programs-** In this case, TTC tracks the habits of your customers and tries to develop your company's policies and strategies around your clients' and prospective customers' perception. Essentially, they evaluate and enhance your business performance.

**Business Modeling-** A large number of travel based businesses create detailed step by step business concepts but still miss the bull's eye.

This is because they are not able to target their customers' likes and meet up to their expectations. Here, TTC helps them to create meaningful business models and bring about a positive turnaround in their profits.

**Web Optimization-** Travel Team Consulting can help you advertise effectively through the Internet in different ways such as SEO, organic search, PPC, CPM, META-TAGS.

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## BPO and IT Offshoring Consultancy

Many in the travel industry such as restaurateurs, hoteliers, resort owners, Vacation and tour company owners and many others think that BPO (business process offshoring) is just not for them. However, they could be wrong. Let's understand the whole concept of turning IT and BPO Business Offshoring for our business by taking a real life example.

The owner of a US based company, Deep Blue Spa and Resorts Pvt Ltd. is finding it difficult to find suitable people to work for their varied business processes and IT services. This is because they cannot afford to hire candidates with high salaries and alternatively, the people fitting in their salary group are not appropriately qualified. This particular problem has led to the company losing a lot of regular clients because of poor service. If the situation continues for a long time, the company will end up losing all its customers and will have to close down because of constant losses. However, the company has a way out – to outsource this work to a country where the talented people are available in abundance and the wage level is comparatively lower.

If you are also going through such a problem in your business, then you should investigate what **BPO Business** Offshoring can do for your company. However, the process of BPO Business Offshoring is not easy and involves a lot of complications. So, you will need to hire a consultancy firm that has the contacts and can provide the apt advice on how to go about the whole concept. A renowned consultancy firm that specializes in the travel industry and offers multi-disciplined consulting is Travel Team Consulting. The company provides specific advice to each client organization to help them revive their business and achieve great success in their professional ventures. The company's engagements range from one-day consults to multi-disciplined annual projects.

There are a plethora of the different BPO and IT offshoring services provided by the company. The company provides Web Optimization which involves providing special services to each customer in marketing such as SEO, organic search, PPC, CPM, META-TAG, Targeted **Tracking Programs** that deliver information in a functional format designed to evaluate and enhance your business performance, **Business Modeling which involves creation of business models with intricate work structures and processes which help in streamlining your business, chart out a marketing and Distribution Strategy for your company by developing a cohesive plan that matches your product/service with the most effective distribution channels, Supplier Negotiations, Corporate Travel Auditing** and many other services to help you start with and channelize your BPO and IT department services.

For more details on BPO Business Offshoring and **Outsourcing BPO**, please log on to their website [www.travelteamconsulting.com](http://www.travelteamconsulting.com).

## Select The Best Multi-Disciplined Travel Consultants

Business in the travel industry can be very unpredictable. A travel industry business can run successfully at one time and then suddenly can run into losses. Since there are many different businesses in the travel sector such as hotels and restaurants, travel and tourism boards and associations, tour companies, car rental agencies, travel agencies, websites and many others, the methods to get them back into profitability will also vary equally. In such a case, they can revamp their particular businesses by working with consultants who provide business travel solutions and have expertise in handling such issues and helping you untangle all their business problems.

One of the topmost consulting firms in the travel industry that has a vast experience in the field of specialized consultancy, is Travel Team Consulting. TTC serves as Multi-Disciplined Consultants in many aspects, some of which are:

- ❖ Branding and Strategic Marketing -TTC provides specialized services to help the company in implementing branding strategic marketing. Some of the services provided by the industry include Segmentation and Modeling Analyses, Re-positioning Strategies, Brand Identity, Product Development, 360-Degree Brand Audits, Consumer Insight & Advertising, Tracking Studies, Loyalty Marketing Programs.
- ❖ Executive Recruiting – Travel Team Consulting (TTC) also provides the service of **Executive recruiting** apposite candidates for different positions for a client company. Apart from this, they also implement strategies to prevent attrition and thus enable organizational optimization.
- ❖ Executive Interviews – Being expert consultants to a large number of industries in the travel business, TTC provides companies with a secondary screening on their candidates, and by doing so, ensures whether they are perfect for the particular jobs or not.
- ❖ Conversion Improvement – TTC also helps the client companies to increase the rate of brand aware people into regular clients. They can help in your conversion rates using proven strategies that will dramatically improve your ROI.
- ❖ Call Center Designing – If you are looking at designing a call center from scratch, TTC can help you with special aspects of the same such as improving productivity, VOIP solutions, or looking to partner with an outsourced provider and many other important factors. TTC can help you in Outsourcing BPO activities or Offshoring IT Department.
- ❖ Corporate Travel Auditing – If you want your company to get favorable returns out of its travel budget, you should have **travel audit** at your workplace at regular intervals. TTC can do a detailed analysis of all aspects of your travel program and go on to identify the problems and catch hold of any fraud. They also provide a detailed outline on the future course of action.

Apart from this there are many other special services provided by TTC for all travel companies. So, make TTC your one point of contact for all of your travel consultancy needs. For more details on **Corporate Travel Solutions**, outsourcing BPO business, business travel solutions, executive recruiting firm, and **Strategic Consulting Firms**.

## Are You Getting The Most Out of The Travel Budget?

Is your business not able to get the most out of its travel budget? Are you not able to identify as to what is wrong with your company's processes and how you can rectify the whole situation, or is it worse still and you are running a loss in your business? Whatever the case is, you need not lose any more sleep over it. Instead, you can go to one of the specialized companies that provide consultation and expert advice for your company in the travel industry.

One of these companies that is famous in not only the US but all over the World in providing optimum resolutions to all your problems and coming up with apposite solutions is Travel Team Consulting. The company provides a complete plethora of services and help you identify the course of action specific to your company as well as execute it. One of the important services provided by TTC is **corporate travel auditing** to identify and eventually rectify the problem areas. Let's understand what travel audit means.

Travel audit is a planned, independent, and documented assessment that can be used to determine whether the agreed upon requirements are being met and all the processes and procedures are being followed. The assessment is also made to see whether procedures are as effective as they could be and claims made as part of a business process are true. In practice, there are many types of travel audits that can be performed. Apart from these, there are many aspects covered in TTC's audits.

The company performs detailed analyses of every aspect of your travel program to identify problem areas and even catch hold of any fraud occurring. Then the company provides an executive summary outlining how to move forward with program optimization. TTC also uses a lot of tried and tested strategies to eradicate the problem at hand and helps the client company to move ahead and achieve new heights of success. For this, they provide a multi-disciplined consulting that includes branding and strategic marketing, executive recruiting, **Business Travel Solutions**, partnerships & alliances, conversion improvement, call center design, **outsourcing BPO**, web optimization, tracking programs, **marketing and distribution strategy**, mergers and acquisitions, supplier negotiations, investor validation, **Consulting Strategic Travel** and many others. They provide the complete set of services specific to your problem, help you in identifying the problem you are facing, chart out the quickest and most effective course of action for you and finally help you in executing the same.

For more details on the company's travel consulting services, please visit our website and see your company move forward to achieve success in all their ventures.