

TRAVELLER CONFIDENCE DRIVES BUYING DECISIONS IN NEW WORLD

[11/06/20 17:30BST] Global Travel Management Company Reed & Mackay cites the need for increased traveller confidence as the driving force behind their evolving technology.

Reed & Mackay's best in class technology brings together a homegrown ecosystem of travel booking and management tools with the ability to easily integrate new market innovations at speed.

With borders beginning to open, client forums have shown traveller confidence to be a priority for companies as they look to reinstate people movement.

In February this year, Reed & Mackay teamed up with Deloitte to launch a connected and automated risk assessment solution to help clients identify their immigration and regulatory obligations. With immigration increasing in complexity an automated approach is rapidly climbing the corporate agenda.

By providing travel assessments at the point of sale rather than retrospectively, clients can evaluate the risk before completing their travel booking, delivering further peace of mind for travellers.

Further confidence will be delivered by the integration of additional airline data into Reed & Mackay's proprietary technology, powered by ATPCO. The new feed, including information from over 100 airlines, delivers Covid-19 related information at the point of sale. This will be complemented by the addition of the 'Safe Stay' indicator within our wholly owned technology to let clients know when a hotel has put key cleanliness measures in place to protect against Covid-19.

The information will enable travellers to make informed buying decisions across multiple booking platforms; both online and through one of the Reed & Mackay team. From health screening and airline cleaning checks through to Ozone shock treatments and Bacteriostatic barriers, the information for air and hotel delivers a holistic focus on traveller well-being.

Additionally, Reed & Mackay's comprehensive risk solution R&M/Protect will provide a Covid-19 overlay to the existing risk map and a new view within R&M/Book will give travel bookers greater visibility through one central view of trips and shortlists for multiple travellers.

Fred Stratford, Reed & Mackay's Group CEO, said "The health and safety of travellers has always been of paramount importance to our client base. Amid the pandemic, we have continued to innovate in this space, listening carefully to client requirement to deliver solutions that enable businesses to start travelling again with confidence"

James Macpherson, Global Head of Deloitte's Business Travel Advantage team, said: "We are delighted to be able to bring this business travel first to the market. Working with Reed & Mackay, we have been able to respond to a key challenge for employers in the market and create a solution that simplifies the employee experience when booking travel, strengthens our clients' approach to travel risk management while enabling cross border business."

ABOUT REED & MACKAY

Reed & Mackay delivers corporate travel management and event management for professionals with exacting needs.

Established as a family business over 50 years ago, Reed & Mackay is today globally recognized as business travel and event management experts. Born from close working relationships within the financial, legal and insurance industries, our commitment to our clients and a love of what we do inspire us to deliver extraordinary travel management.

We combine inspired service with state-of-the-art technology to create a level of travel management like no other and deliver value you might not believe possible.

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The information contained in this press release is correct at the time of going to press.

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