

Once you have your self-booking tool in place, you need to get your people to use it in order to make that desired impact on your bottom line. Some corporations mandate, some ask nicely and train, others use incentives – each corporation has a different corporate culture and a different approach: but increasing the adoption rate is definitely critical. We created the Amadeus Adoption Academy to help you get the best out of your self-booking tool – fast!



The Amadeus Adoption Academy is an end-to-end consultancy package that helps increase adoption of online booking solutions. It provides corporations with a complete methodology to drive the use of online booking tools.

Did you know that a user of Amadeus e-Travel Management in Scandinavia has increased its adoption rate from 8 to 30% in just six months? The company implemented a strong Communication program, incentives and training all of this provided by Amadeus.

Clear returns on investment

You want to reach your travel savings target and you want to achieve ROI. The Amadeus Adoption Academy helps you do this and more. With Amadeus business consultants at your side you can implement each step of your adoption programme using our ISO Certified Project Management methodology. The result? Increased use of the online booking solution to drive down direct and indirect costs, thus helping you to reach your savings target and ROI faster. In fact, Amadeus can help achieve savings and ROI targets within months!

Keep on top of the adoption rate

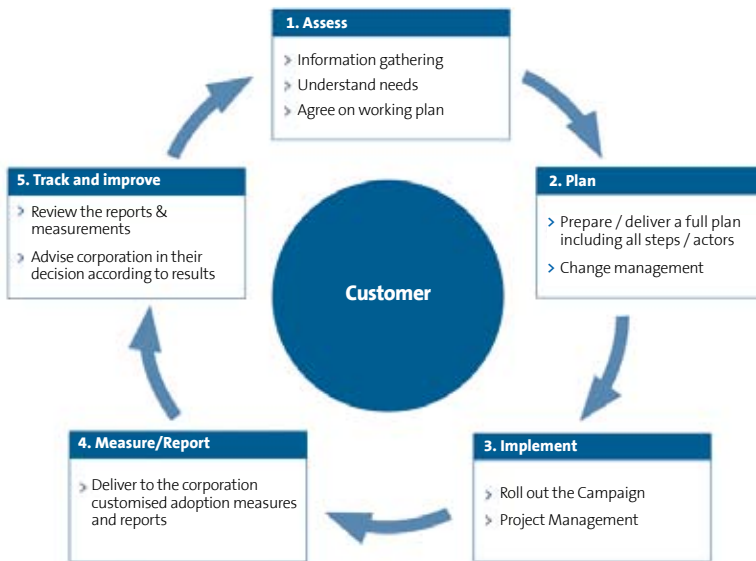
Now you need to stay one step ahead and monitor the results. First, we will provide you with comprehensive reports to audit the evolution of adoption before, during and after the implementation of the programme. Then, we will help you to analyse and interpret the data; based on the findings we will suggest various adoption optimisation strategies and tactics for every stage of the process.

Effective change management

Amadeus is committed to tackling the challenges of change management together with you. Increased adoption rates make online booking work for you and are therefore business-critical. Amadeus offers you the necessary expertise and a systematic, comprehensive approach – in other words, Amadeus provides adoption growth as a service that adds value to your business.

How does it work?

The process is a five-step business consulting approach.



An Amadeus consultant will start the ball rolling with one-day assessment workshops (1) to get an in-depth picture of how online travel management has worked for you to date, in order to develop realistic adoption strategies and create a business case using custom-developed tools. Following the workshop we shall send you a detailed report consisting of conclusions, a recommended adoption strategy and a high-level action plan. If you decide to involve Amadeus in the execution of the project, the Amadeus consultant will develop the adoption plan (2), create a project team and drive execution of the plan using Amadeus Project Management methodology (3).

Assisted by Amadeus' powerful reporting tools, the consultant can measure performance and evaluate the success of the adoption programme quickly and easily (4).

Use your self-booking tool to the full: establish realistic targets, maximise adoption and get a return on investment quickly.

Let's get to know each other

To find out more about the Amadeus Adoption Academy, contact your local account manager or visit www.amadeus.com/corporations



The Amadeus Adoption Academy five-step business consulting approach consists of:

1. Assessment
2. Planning
3. Implementation
4. Measuring/Reporting
5. Tracking and Improving

Amadeus Adoption Academy - benefits at a glance:

- › Increase adoption of self-booking tools
- › Reach your travel savings target fast
- › Achieve and measure ROI fast
- › Make use of powerful reporting tools to monitor and analyse adoption
- › Get support for business-critical change management
- › Tailor the adoption programme to your needs

What do Amadeus business consultants offer you?

Amadeus business consultants naturally have an in-depth understanding of self-booking tools and the challenges faced by corporations when they want to increase adoption. They use the specially developed Amadeus Project Management methodology, have extensive experience in the generation of business cases and ROI analyses - and large projects are their speciality.