



How to Drive Adoption Rate

Ron Cartieri, University of Pennsylvania

Debra Almason, University of California

David Heard, Anthony Travel

Today's Session

- Introductions
- The Basics – Communication
 - Responsiveness: timeliness, follow through, follow-up
 - Website (UPenn)
 - Web Portal (UC)
 - Travel Office
- Service level commitment to expertise, sky is the limit
- What has worked
 - UPenn – Quaker Days
 - UC – Educational Webinars
- Fun, interesting ways to increase interest
- What's on the horizon?
- Q&A



Penn Facts

12 Schools and Hospital (HUP)

24,876 Students

24,885 Total Faculty/Staff/Support



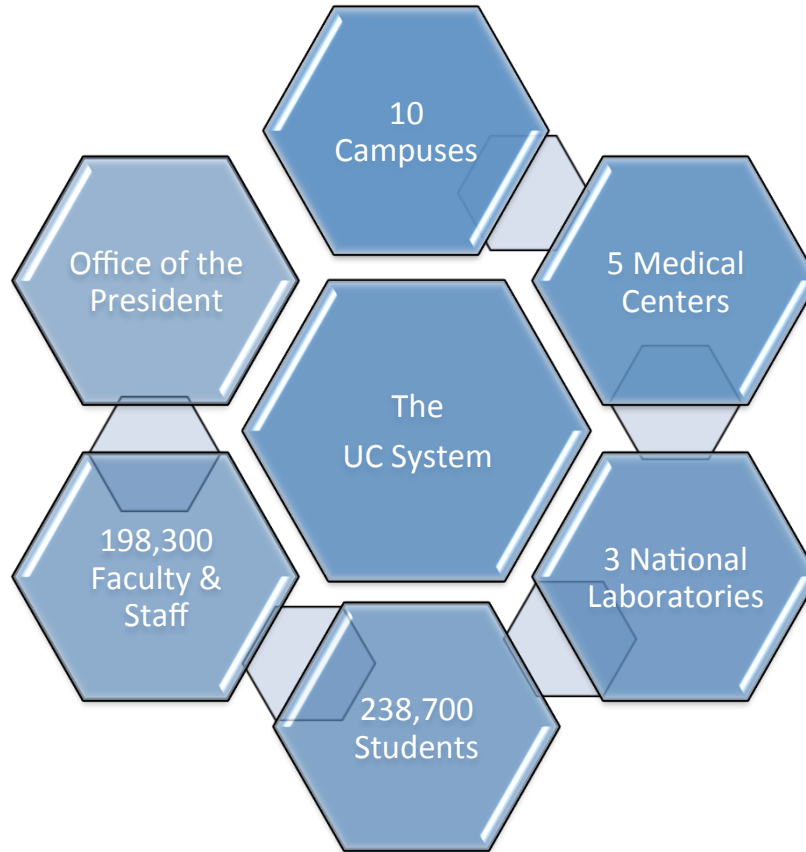
Penn Travel and Expense Program

Concur: Supported by World
Travel

Active Concur profiles: 46,949

Expense Reports: 85,000+

UNIVERSITY
OF
CALIFORNIA



STATE OF MINDS
UNIVERSITY OF CALIFORNIA

**Educate.
Illuminate.
Serve.**

**We are here to shine a light
on what's possible.**



Resources on Penn TEM website



Penn Travel Card

Booking Guests at Local Hotels Preferred Vendors
 ... Hotels
 ... Local Accommodations

If you need to pay it for the individual, see * and box at bottom of that page for PO instructions.

Penn Travel Expense Reimbursement Policy

Contact info

FAQs – Travel, Expense, Penn Travel Card

Training Manuals for everything in Concur – travel and expense

International or Domestic Travel guidance/resources



University of California Travel Web Portal (Connexxus)

The screenshot displays the Connexxus web portal interface. At the top, there is a navigation bar with 'CONTACT US', a search bar, and a '2013 AWARD WINNING WEBSITE' badge. Below this is a menu with 'CLIENT SERVICES', 'WHY CONNEXXUS', 'POLICIES & RESOURCES', and 'CUSTOMIZED PROGRAMS'. The main content area is titled 'BOOK ONLINE NOW' and features a 'WELCOME GISEL Velez' message. It lists several travel providers: BCD travel, UC TravelCenter, SOUTHWEST SWARIZ, and SHORTEL. Each provider has options for AIR, CAR, and HOTEL, along with a 'BOOK NOW' button. A 'WHY CHOOSE US?' section is also present for each provider. On the left, a sidebar contains links for 'BOOK ONLINE NOW', 'COMPARE CONNEXXUS OPTIONS', 'TRAVEL INFO', 'EDIT PROFILE', 'CONTACT AN AGENT', and 'GETTING STARTED'. At the bottom of the sidebar, there are links for 'FREQUENTLY ASKED QUESTIONS' and 'TRAVEL VIDEO LIBRARY'. A 'Show Welcome Page at Login' checkbox is also visible.

Callout Boxes:

- Top Left:** Contact information, Travel support, Surveys, Document library
- Top Right:** Student travel, Athletic program, Small Business Program, FindIt Program
- Middle Left:** Information about air, car, hotel programs & travel agencies
- Middle Right:** Policy, Travel insurance, T&E card, Campus paid airfare
- Bottom Left:** FAQs & Robust Video Library - with informational & instructional videos
- Bottom Right:** Ability to book easily online

University of Pennsylvania – What has worked?

PROBLEM.

HAD TROUBLE EFFICIENTLY MANAGING
HUNDREDS OF HIGHLY DESIRABLE HIGH
SCHOOL SENIORS TO ATTEND THE SCHOOL
FOR A 3-DAY ORIENTATION PROGRAM.



UNIVERSITY OF PENNSYLVANIA

SOLUTION.

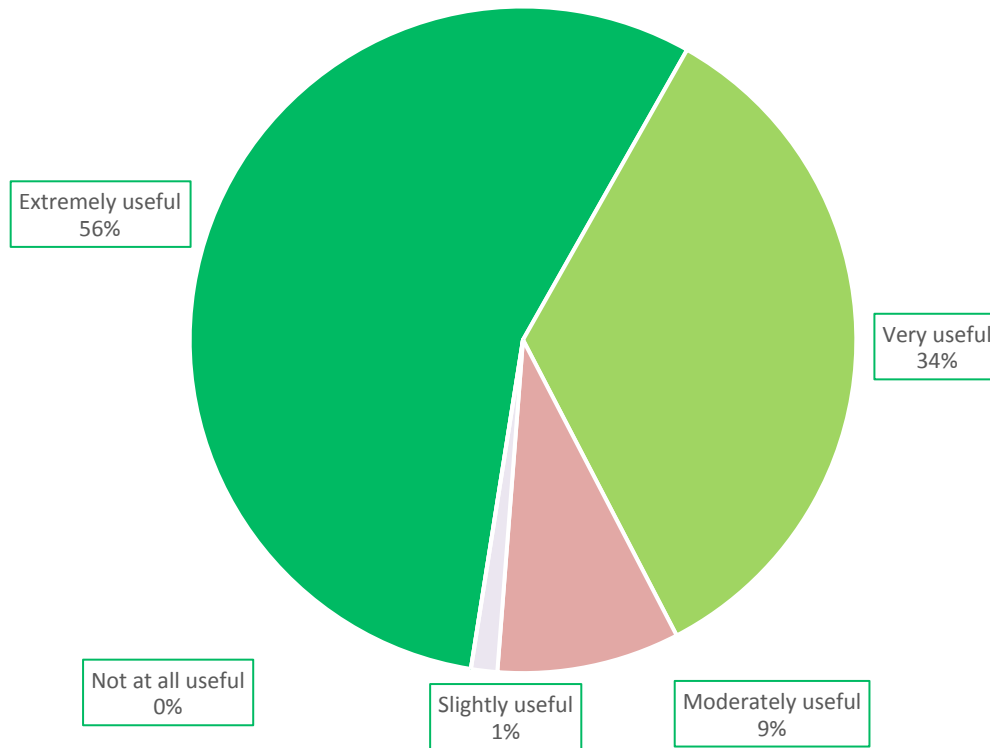
2016 INNOVATION
COMPETITION

THE QUAKER DAYS/MSP FLY-IN
PROGRAM WAS CREATED, IN WHICH
STUDENTS COULD BOOK THEMSELVES
WITH AN ONLINE BOOKING SITE.

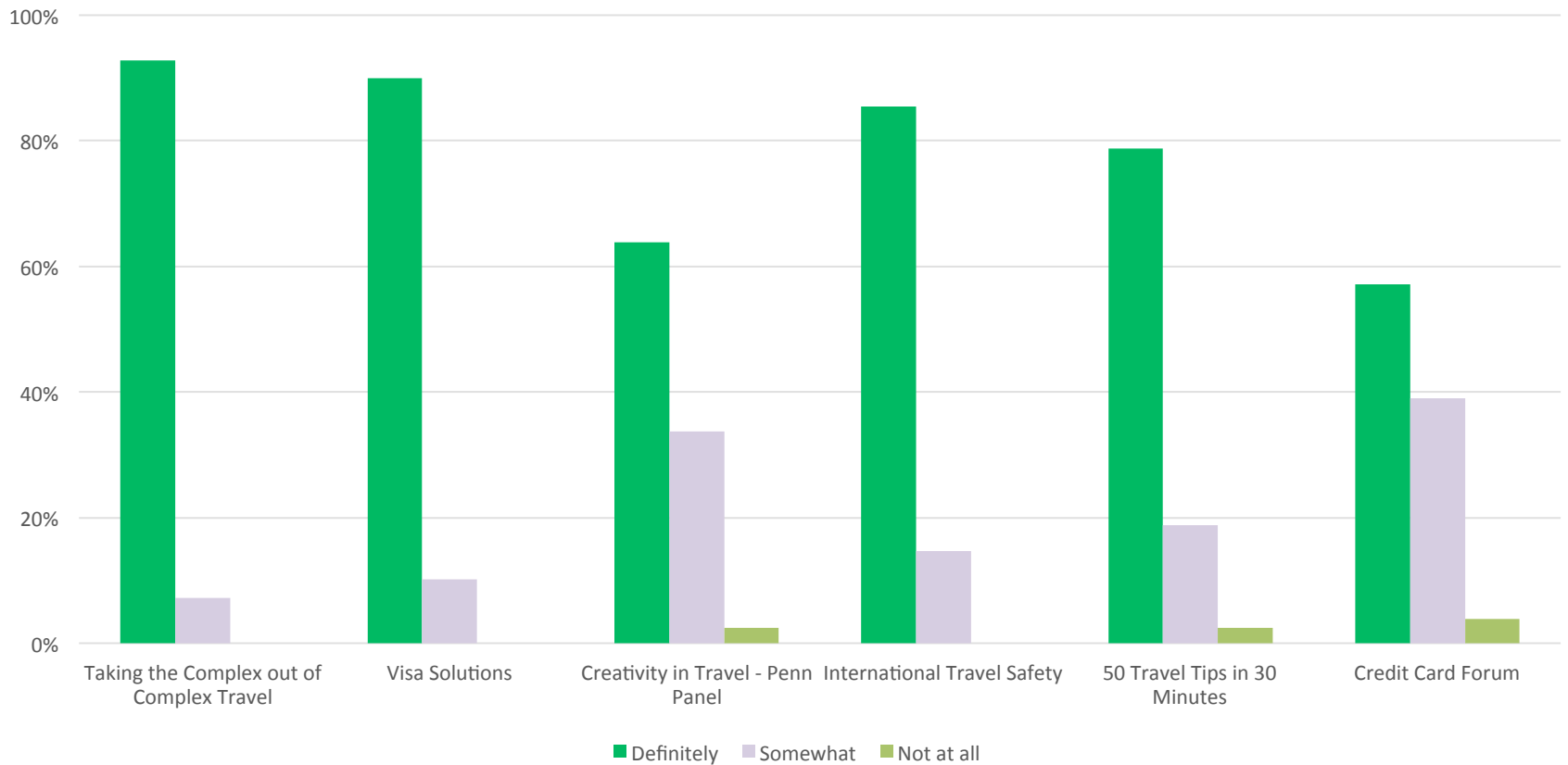
RESULTS.

ADMISSIONS STAFF DEDICATED TO THE
EVENT WAS REDUCED BY 75%. REPORTS
PRODUCED FROM THE ONLINE TOOL
WERE ABLE TO TRACK ARRIVALS,
DEPARTURES, AND BUDGETS.

Overall Value of Penn Travel Symposium
Summer 2016



Did You Learn Something New or Valuable?



Travel Webinar Descriptions & Registration Links

The following 30-minute webinars include several "encore" presentations (recordings available within the Connexxus Travel Video Library). Click on the date/time you are interested in and use your UC email address to register for the webinar:

Intro to Connexxus: New to UC? New to Connexxus? Join us and explore the benefits of UC's managed travel program and how to get the most out of the Connexxus portal.

- [September 22nd at 1030AM;](#)
- [October 20th at 1030AM;](#)
- [December 8th at 1030AM](#)

Connexxus Preferred Agencies: What does it mean to "book with Connexxus"? Who are the UC agencies and what do you get with them that is not available with public sites or non-UC agencies?

- [September 22nd at 11AM](#)

Connexxus Airfare Pricing: Demystify long-standing Connexxus myth that airfare is more expensive and flight options are hidden within the program. Discover how airlines achieve maximum sales by managing every seat on every flight through a single distribution system.

- [September 29th at 1030AM;](#)
- [December 8th at 11AM](#)

Variances in Economy Airfare Rates (basic v. premium v. flat fares): How do you make sure that the airfare you choose is right for you or your traveler? Also explore special fare offerings from Jet Blue and Virgin America exclusive to the Connexxus program. **This session will showcase online tools for BCD Travel and Balboa Travel only.**

- [September 29th at 11AM](#)
- [December 1th at 11AM](#)

Booking Online vs. Live Agent: Breakdown the advantages of having access to a full-service agency that offers both experienced travel agents and an online tool. Explore the reasons why a traveler may choose to call an agent rather than use the online tools.

- [October 6th at 1030AM;](#)
- [December 1st at 1030AM](#)

Airfare Reservations (change/cancel airfare using online tools): Quick, easy way to manage changes



Central Travel
Management

Airfare Pricing: is Connexus really more expensive

September 29, 2016
Thursday

10:30am to 11:00am
Pacific Daylight Time

Central Travel Office
Your Host

Please register for this webinar.

First Name

Last Name

Email

Campus

REGISTER NOW

Remember me on this computer

About this event

Demystify long-standing Connexus myth that airfare is more expensive and flight options are hidden within the program. Discover how airlines achieve maximum sales by managing every seat on every flight through a single distribution system.

About the presenter

Yasmin Sidi

Yasmin has worked within UC for several years and first launched Connexus at Berkeley before joining the effort to promote it systemwide. Yasmin conducts scheduled and ad-hoc sessions across all UC to promote Connexus and to educate campus users on the intricacies of booking travel in today's online world.

Airfare Inventory: how does pricing work?

What agencies see:

Airlines calculate the value of every seat based on a complex algorithm that kicks-in several times a day. Each letter shown here reflects varying classes (from first, business, coach, to nonrefundable, fully refundable, no upgrades, and so on:

```

112FEBSPOLAX7A<<
12FEB THU SFO/PST LAX/PST#0
1VX 922 J6 C2 D1*SFOLAX 8 645A 800A 320 0 XS DCA /E
W7 Q4 Z0 Y7 V7 B0 H0 E0 U0 M0 I0
2DL/** 6423 F8 P8 A6*SFOLAX 8 700A 830A E75 S 0 XJ DCA /E
G4 Y9 B9 M9 S9 H6 Q3 K0 L0 U0 T0
3VS/** 4102 J8 C8 D6*SFOLAX 700A 830A E75 0 DCA /E
I6 Z6 W9 S6 H0 K0 Y9 B9 R9 L6 U3
INTL ONLINE CONEX/STPVR TFC ONLY
4AA 1250 F7 A7 P7*SFOLAX 5 705A 834A 738 0 DCA /E
Y7 B7 H7 K7 M7 L7 W7 V1 G0 S0 N0
5UA 478 F5 C5 A5*SFOLAX 7 730A 902A 320 R 0 XJS DCA /E
D5 Z5 P0 Y9 B9 M9 E9 U9 H9 Q9 V9
6WN 2077 Y K L SFOLAX 100 605A 725A 733 0 XJS /E
B Q H W R O M S N T
* - FOR ADDITIONAL CLASSES ENTER 1*C.
  
```

When they've classified and valued each seat (above J6 is 6 seats in "J", C2 is 2 seats in "C", etc.)- airlines placed seats in one cart and all agencies (including Orbitz, Expedia and Connexus agencies) then pick from that cart.

What's on the Horizon

Q & A

Thank you!

Ronald Cartieri

Travel Services Coordinator

University of Pennsylvania

cartieri@upenn.edu

Debra Almason

Director, UC Travel Mgmt Services

University of California

debra.almason@ucop.edu

David Heard

VP, University Travel

Anthony Travel

david.heard@anthonytravel.com