



## Travel Genie

# Full Travel Journey Facilitation with **Always-On, Intelligent and Context-Aware** Services from **Door to Destination**

A central travel control center with a broad array for services enabling a frictionless, productive, and hassle-free travel experience. Core services include:



### CheckMate

Geo-Fenced Awareness with Virtual Check-in



### Beacon

Location Awareness and Wayfinding



### Genie On-the-Go

Mobile Commerce (intent-purchase-receive)



### Snapshot

Contactless Image Analysis and Validation



### BagMate

Intelligent Lost Baggage Resolution

On-the-Go consumers (i.e., travellers, guests, passengers etc.) benefit from a one stop collection of digital concierge type services, including seamless progression through travel checkpoints, personalized assistance, recommendations and offers, then making a purchase, leveraging loyalty points from multiple merchants with delivery to their desired destination through a simple intuitive process of a few taps.

## Value Proposition

Automatic hassle-free check-in with suggestive, personalized add-on recommendations.

Touchless and secure authentication through travel touchpoints.

Enabling engagement and purchase on-the-go for consumers by allowing the enterprises to add a “call to action” to their in-premise marketing touch points.

Intelligent problem resolution including hard to resolve baggage match cases.

Enabling the delivery of the purchased merchandize to anywhere on the globe as specified by the consumer.

Empowering consumers by securing their data based on their consent.

Fueling consumer’s impulse purchase behavior by optimizing their usage of loyalty points from across multiple merchants.

## Highlights

- ▶ Centralized, easily accessible travel services vs separate travel apps
- ▶ Step-by-step guidance through all phases of travel.
- ▶ Personalized marketing props, then conversion their purchase intent into an actual purchase
- ▶ More meaningful usage of loyalty points, with flexible redemption across merchants.
- ▶ Full-service commerce including delivery of in-trip purchases to their desired address across the globe.

## Benefits



Enhanced positioning of “Experience-as-a-Service” (EaaS) for T&H consumers/guests/passengers



Enhanced consumer engagement (Increase in engagement due to specific “call-2-action”)



Higher consumer reach



Higher conversion of purchase intent to actual purchase



Higher redemption of loyalty points



Greater customer satisfaction

## Why LTIMindtree

Travel Genie uniquely provides full travel ribbon facilitation enhancing consumer engagement, optimizing usage of loyalty points, and facilitating seamless delivery under a single umbrella.



[Somnath.chatterjee@ltimindtree.com](mailto:Somnath.chatterjee@ltimindtree.com)

**LTIMindtree** is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 83,000+ talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit [www.ltimindtree.com](http://www.ltimindtree.com)