



the Good Oil by Max Najar



We need to tell clients and suppliers that we can get a better, safer deal and sway bookings in the flick of a keyboard.

Our fingers certainly do the talking in this business these days – in fact I believe we have evolved in a very short space of time into technicians equivalent in skills to Microsoft Software accredited persons

or Adobe accredited staff or even Open-Source software engineers.

Our keyboard skills are merged with ms-dos codes, continual daily use of shortcut keys, industry codes, legal messaging via OSI and SSR sentences plus fare, ticketing, visa, passport, database, accounting, crm, internet and linked software programs .

We are highly skilled in the languages of Amadeus, Galileo or Sabre mainly. Other CRS languages like Abacus with database, CRM and accounting software languages also need to be considered, as they seamlessly merge with Tramada, SAM, Cross Check Travel, Serko and Client Base amongst many others.

THE MESSAGE THAT WE NEED TO GET OUT TO CONSUMERS IS THAT NO CONSUMER CAN MATCH THE CRS SKILLED TRAVEL AGENT IN HIS OR HER ABILITY TO RESEARCH, CREATE, ISSUE, TRANSFER AND CREATE TRAVEL CONCEPTS OR BOOKINGS.

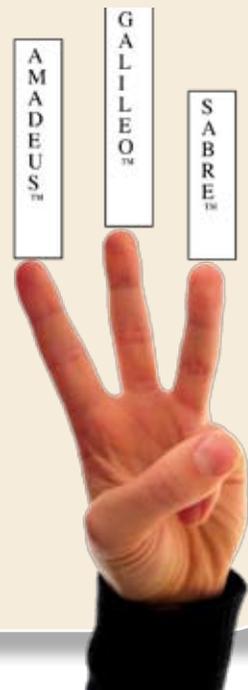
NO consumer can come close in having the power to research, create and issue tickets or vouchers with the accuracy and speed of a highly qualified CRS skilled agent.

NO consumer can match our skills in providing the right data to suppliers to ensure the requirements of a traveller are quickly and accurately matched.

NO consumer or website or airline or hotel or supplier can correctly apply for a Visa or authorise a Government document, travel insurance policy, issue a WHO alert, DFAT statement extend emergency assistance or deliver 24 x 7 professional quality servicing on a one to one human level. The knowledge, quick-keys, language skills, efficiency, effectiveness and absolute speed that a CRS talented travel agent has at his/her disposal is unfortunately undervalued by both our industry and the consumer. Agents and airline staff (and some in the hotel industry) are so advanced and brilliant in their CRS skills that they should be paid more than the \$150-\$300 per hour Microsoft Certified Professionals get. And that is not taking into consideration the product knowledge and legal skills that a CTC or CTM must have to exist in this industry.

Here are a few examples of where our fingers really work magic.

1. We can swiftly navigate, typing only 17 characters via CRS link (Say Sabre) into the very inventory of an airline or hotel or car



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rental company to secure seats.
Time: 3 seconds. Compare that to an Internet web booking which takes an average of 17 minutes.

2. Swiftly transfer data from a back office system (say Tramada) and upload a travellers data into Sabre with frequent flyer data, seat and meal preferences, hotel room and car preferences, phone and address fields and passport data:

Time 7 seconds.

Compare that with a series of phone calls or Internet Web data transfers which will take from 22 minutes to 1 hour.

3. Efficiently change an airline booking from one carrier to another on the same route/date. It takes less than five seconds. With (say) up to nine pax on one PNR travelling say first class to London = a \$135,000 sale. That is again only one PNR for one travel agency to sway a simple airline travel booking from one carrier to another. Annoy or upset or badly

service a travel agent and airlines can suffer a huge monetary loss via a five second keystroke.

4. We can just as easily switch a tour or cruise booking with a 2 digit keystroke entry (say XI in Sabre) the travel consultant can delete a round world flight itinerary with car, hotel etc plus all USA visa data and passport details for up to nine pax on one PNR.

With a simple keystroke (say FQ in Amadeus or WPNC in Sabre or NetCheck in Sabre) an agent could save a client many thousands of dollars by researching the CRS to secure an instant purchase cheap ticket that no internet or web site can ever emulate, All protected via

that agency's accreditations and credentials without the pax taking any legal or financial risks. In front of the eyes of a client, an agent can instantly place him or her (say WC3X in Sabre) on an airline sector and save that pax hundreds of dollars and then with a few more keystrokes have that flight itinerary issued and the E-Ticket printed – all in less than 12 seconds. Try that on the phone or internet Web or via an untrained travel consultant!

It is definitely the fault of the Travel Industry, AFTA, IATA, TCF, travel agency managers and all network training personnel that we do not sell our keyboard skills properly.

