

PARTNERING WITH OXYGEN8 IN THE TRAVEL SECTOR

The Travel sector covers many diverse businesses, each with specific needs in their own sector, but also a number of common business requirements such as last minute inventory management.

- Retail & Online Travel Operators
- Holiday Companies
- Hotel Groups
- Airlines
- Cruise and Ferry Companies
- Car Hire Companies
- Ancillary services, such as insurance, parking, etc

Oxygen8 Communications is uniquely positioned to offer a variety of services and solutions that enable organisations in the travel sector to address the challenges of changing technology, maximise their operational efficiency and generate new revenue streams. Our solutions address common requirements, such as managing last minute inventory, but can also be tailored to a company's individual requirements.

OXYGEN8 SOLUTIONS FOR THE TRAVEL SECTOR

Oxygen8 Communications is uniquely positioned to offer a variety of services and solutions that enable organisations in the travel sector to meet their business challenges and reap the benefits of implementing technology including:

- Providing a fully managed platform for delivery of all services, voice and mobile
- Managing messaging and telephony delivery and billing solutions across carriers
- Integrated solutions and reporting across both voice and mobile platforms
- Advanced CRM capability across both voice and mobile platforms
- Outsourced customer care and call centre / telephony solutions
- Mobile Internet / WAP site design and build
- International reach throughout English speaking territories and beyond for internationalisation of services

For further information
please contact sales on
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IN-BOUND CUSTOMER CALL HANDLING

Oxygen8 provides a range of call handling solutions that can generate revenues, reduce operational costs and increase the flexibility of call handling including:

Non-Geographic Numbers

Oxygen8 offers non-geographic numbers in a range of different countries, which offer a number of advantages:

- They generate revenue from the call – Oxygen8 shares call revenue
- Non-Geographic numbers are easier for your customers to remember and Oxygen8 has many 'Golden Numbers' in stock and ready to use
- Non geographic numbers can be routed to any phone number so if your local number is changed (to which your non-geographic number is mapped) you do not need to change the number that appears on all your marketing
- Non-geographic numbers are connected into Oxygen's infrastructure which means that value added services can be added quickly and easily
- If you ever have issues with your switchboard, calls can be routed to another location or to Interactive Voice Response (IVR) equipment for business continuity and disaster recovery plans
- Intelligent call handling is available on these numbers at no extra charge

Intelligent Call Handling

Through Oxygen8's infrastructure there are a range of options that can be applied to inbound calls:

- Routing to different destinations by time of day, location of caller (landline), or proportionally – so you have options of the location and staffing of call centres
- Out-of-hours routing to Interactive Voice Response (IVR) equipment
- Call Queuing and Call Back – our platform can queue calls on hold and play messages or music or tell callers that they will be called back when an operator is free. Oxygen8 will automatically connect both parties to a call when an agent is free
- Initiation of text message alerts – announcements and special offers – to mobile callers

Interactive Voice Response (IVR) and Value Added Services

Oxygen8's state of the art IVR platform offers yet another level of functionality, enabling callers to be offered a number of menu options, which can be configured by type of caller (e.g. mobile users can be sent text, MMS, video) or time of day (out of hours). Value added services also include message recording facilities, for callers to leave messages, which can be conveniently forwarded to email, or to play-out information (e.g. the timetable of events over the coming months)

Call Recording

If there is a requirement to record inbound calls, or section of a call, for instance detailing the purchasing of a ticket, Oxygen8 offers a full call recording facility which archives recordings to be accessed in the future. All recording are available via a secure web based interface.

Text-In

More and more people text in to obtain more information. Mobile users can be sent automated information by SMS or MMS (audio, pictures and video), or an inbound text can initiate a call from an agent to the customer to follow through on an enquiry.

MARKETING TOOLKIT AND CRM PACKAGE

Oxygen8 is able to provide either a fully managed and hosted campaign management platform, both voice and mobile, to enable travel organisations to actively market and deploy campaigns to their opted in databases; or a direct API connection to allow integration directly into existing corporate systems.

Our Marketing Toolkit and CRM Package allows you to communicate directly with your customers via text, multimedia and voice messaging. Our industry leading Dragon Platform has been developed over the last 5 years and been used successfully by leading media groups and enterprises. The platform has the flexibility for you to set up a range of standard campaigns, or build a bespoke

campaign. Your marketing team can either run campaigns in house, or Oxygen8 can manage them for you. The platform is linked to billing and message delivery and has everything you need to run a successful campaign.

Furthermore, Dragon's advanced CRM functionality allows you to track the behaviour of each user, analyse and report on response and manage your database of users. You can gather data on each user and personalise your communications to each and every user. Our Account Management team can help advise on how to make your programmes as successful as possible.

- Your own campaign specific keywords
- Shared or Dedicated Short Code provisioned for cross network campaigns
- Real-time online reporting and analysis
- Mobile marketing tool kit and CRM functionality
- SMS & MMS messaging

Out-bound marketing is a great way to make timely special offers to fill last minute inventory. News and Information alerts are a great way of adding value to customers or improving business efficiency, such as updating ticket holders of a last minute departure change. Campaign management can be used for both internal and external applications, such as communicating with employees.

A range of communications methods are available including a voice broadcast, mobile messaging or email. And users can interact with all outbound messaging for instant capture of responses.

MOBILE TICKETING

Increasingly mobile devices are being used for ticketing. This includes sending tickets to mobiles, including 2D barcoding, which can be scanned for entry. Oxygen8 works with a number of leading mobile ticketing suppliers to provide such services and develop bespoke ticketing solutions which integrate with our Marketing Toolkit and CRM Package outlined above.

WAP & LOCATION BASED SERVICES

Launching a mobile internet strategy is a complex business. With multiple handset sizes and operating systems, one size does not fit all. Here at Oxygen8, we have the knowledge and capability to launch you into the world of Mobile Internet with a range of products and services including:

- A full design and build service for bespoke delivery of WAP and Mobile Internet sites
- WAP Platform which dynamically renders and delivers your site and content to the correct handset type.
- Delivery of WAP services to the handset
- Mobile Search Engine optimisation
- Location based services and GPS assisted look ups - a mobile user can be targeted to within 200 yards.
- Mobile Search - Oxygen8 can offer Mobile Search solutions through its partnerships with a Worldwide Search Portal. This means that revenue is generated for every single user search.

WHY CHOOSE OXYGEN8?

Oxygen8 are the only combined Network Operator and Mobile Aggregator in the UK

Combined voice and mobile live stats on one login

Only company that can converge mobile and voice services in house

Full CRM functionality across both voice and mobile platforms

Self serve platforms on voice and mobile

Self billing for voice and mobile traffic with choice of On line/e-mail or paper statements

Better out-payments for customers combining both voice and mobile billing

Compliance advice on regulatory matters

Oxygen8 offers these capabilities with unprecedented access across English speaking territories, operating in the U.K., Australia, New Zealand, South Africa, Caribbean, Ireland and USA and throughout the world via our extensive operator partnerships. This enables customers to expand their businesses knowing that Oxygen8 can support them with mobile and voice billing, technology and on-the-ground support.