



GetThere User Interface

Overview

Most business travellers book their own travel – but that doesn't mean they're professional travel arrangers. That's why the *GetThere User Interface* was created with ease-of-use in mind. Based on the award-winning leisure display of *Travelocity*[®], *GetThere* looks and feels familiar to even the most novice business traveller.

Backed by the expertise of *Sabre Holdings*[®] and *Travelocity*[®], world leaders in travel, *GetThere* continually enhances its interface as part of an ongoing commitment to maintain the highest usability standards for its online booking technology. Showcasing prominently displayed schedules and pricing availability screens, the interface is concise so travellers can avoid distraction – and the streamlined booking functionality ensures users will enjoy a quick and straightforward process.

How It Works

The *GetThere Interface* begins with a simple log in view or a single sign-on option integrated with a corporate intranet. Search criteria fields are clearly visible for flight, hotel, car, rail and more. Results are displayed by schedule and pricing, making it easy for the traveller to browse by convenience and stay within corporate policy. Users can review an itinerary before purchasing, and even have the option to hold trips before booking.

Company Benefits

It's the impact on the bottom line that makes the ultimate difference from a corporate perspective. The easy-to-use *GetThere Interface* also provides employees with more options and control over their travel schedules. Empowered travellers are satisfied employees. In addition, the interface offers corporate branding and messaging, allowing a company to push specific programs or messages.

Travel Manager Benefits

With a familiar format comes increased adoption. The interface's intuitive functionality and ease of use means users don't need training, which translates to fast and widespread adoption. The *GetThere 2007 Benchmark Survey* reported an average of 52 percent of travel managers attributed the increase in their online adoption rates for 2007 to *GetThere's* improved user interface. And because *GetThere* continually researches, tests and invests in usability and is receptive to customer feedback, travel managers can be assured their travellers are using the most cutting-edge advancements available.

Traveller Benefits

Modelled after award-winning leisure displays from *Travelocity*, the familiar layout and navigation resonate with users. Travellers can easily view and search content throughout the site, from the log in page to availability, itinerary review and purchase pages. Navigating through air, car, hotel and rail results is accomplished quickly and nearly effortlessly.



User Interface Key Features

- > Concise and visually-appealing block-style layout
- > Streamlined functionality for enhanced usability
- > Corporate branding and messaging throughout site
- > Prominently displayed schedules and pricing
- > Robust compliance tools including single sign-on
- > Variety of colour style options and themes



User Interface Key Benefits

Company Benefits –

- > Employee compliance means more cost savings
- > Empowered travellers equal satisfied employees
- > Messaging options increase brand awareness

Travel Manager Benefits –

- > Intuitive functionality means no training required
- > Increased adoption enhances travel program success
- > Ability to provide the most user-friendly technology

Traveller Benefits –

- > Streamlined functionality enhances ease-of-use
- > Efficient navigation makes travel searches a snap
- > Familiar user experience with Travelocity-like displays

Customer Experience Matters Most

The *GetThere User Interface* incorporates a diverse array of traits that make for an easy-to-use tool that maximises savings and the likelihood of travel policy compliance. To stay at the forefront of this technology, *GetThere* continually enhances its software and takes into account customer feedback with each update and release.

GetThere User Interface Key Features

- > Concise and visually-appealing block-style layout
- > Streamlined functionality for enhanced usability
- > Always-improved placement and flow of fields for quick data entry and travel search
- > Corporate branding and messaging for travelling employees throughout the site
- > Prominently displayed schedules and pricing availability screens
- > Robust compliance tools, including flexible site administration, single sign-on and dynamic messaging
- > Travel tools that include city information, driving directions, maps, links to activities and dining, and more
- > Variety of colour style options

Usability – Tried, True, Tested

GetThere invests in user experience daily. The site is consistently tested and enhanced to ensure the highest standards are achieved and the most advanced user-friendly technology is available. No other online travel solution can make this claim. Working with the professionals at the *Sabre Human Factors Center*, the interface is put through extensive usability testing including baseline tests, formative testing, dozens of in-person customer interviews and user surveys. This ongoing effort ensures the *GetThere User Interface* is by far the easiest in the industry to learn and use.

Experience Even More Great Service From GetThere

The *GetThere User Interface* is just one innovative aspect of the complete *GetThere* corporate online booking system. A majority of the world's major players rely on *GetThere* to streamline processes, improve supplier and contract management, and achieve ongoing and sustainable savings in corporate travel spend. Contact your *GetThere* representative at +44 (0)208 538 8500 or visit www.getthere.com to learn more.



**No Boundaries.
Just GetThere.**

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