



NCR Travel Transformation Consulting Helps Travel Providers Meet Changing Passenger Needs

April 10, 2013 at 8:00 AM EDT

Consulting services practice helps travel providers design exceptional experiences for travelers around the world

DULUTH, Ga.--(BUSINESS WIRE)--Apr. 10, 2013-- [NCR Corporation](#) is making everyday easier for travel companies, managers, employees and passengers by optimizing and streamlining the travel process through NCR Travel Transformation Consulting. This dedicated practice shares cross-industry insights and best practices with travel providers and is part of NCR's innovative Global Consulting Services group.

Travel providers are modernizing existing facilities, building new ones and seeking to generate additional revenue with retail, restaurant and services offerings within their facilities. At the same time, passengers are increasingly demanding mobile and self-service options that are faster and more convenient.

"NCR is the only company with the travel expertise, global resources and intimate knowledge of consumer behavior across industries to truly transform the traveler experience," said NCR Travel Vice President and General Manager Tyler Craig. "We apply proven processes and best practices to help airlines, airports, hotels and other travel providers turn their strategic visions into reality and make everyday easier for travelers."

At the core of the consulting process, which ranges from defining a strategy to implementation and optimization, is NCR's consumer experience design team. This cross-industry group of experts examines the end-to-end traveler experience through several lenses - as modern day anthropologists, psychologists, designers and developers - and considers every customer interaction to design a seamless experience.

The [2013 NCR Traveler Experience Survey](#) found that there are significant opportunities to improve the travel experience that go well beyond check-in. Passengers are seeking self-service solutions for checking bags, handling reaccommodation and making upgrades and additional purchases. NCR consultants are applying these and other insights to help travel providers make these everyday transactions easier while generating more revenue and increasing passenger satisfaction.

"The ability to easily deliver an exceptional experience requires the right [systems infrastructure](#) be put in place at the beginning," said Craig. "NCR consultants help our customers design and integrate the right platform below so that everything is seamlessly delivered to the traveler above."

To learn more about NCR's Travel Transformation Consulting practice, please visit the NCR booth, #1160, at Passenger Terminal Expo 2013 or click [here](#) for more information.

About NCR Corporation

NCR Corporation (NYSE: NCR) is a global technology company leading how the world connects, interacts and transacts with business. NCR's assisted- and self-service solutions and comprehensive support services address the needs of retail, financial, travel, hospitality, gaming, public sector, telecom carrier and equipment organizations in more than 100 countries. NCR (www.ncr.com) is headquartered in Duluth, Georgia.

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