



CRANIAL EXPANSION™
It's more than just training.



Travel & Tourism

Getting the message out quickly





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The Travel & Tourism industry faces continual pressure from all sides. There are constant changes to industry requirements, pricing models, and tour and package details. Agencies are dispersed across wide geographies, all busy and all needing regular training. Every customer needs to be provided with consistent, high quality information and outstanding service, and every agent needs to understand the competitive differentiators.

How can you get everyone educated without disrupting productivity? How can you bring new agents up to speed quickly and effectively? How can you provide the supplementary information/support that's needed, without continually doing refresher training?

Cranial Expansion can show you how.

Whether you're a tour operator trying to launch new tours and distance yourself from your competitors, or an agency trying to keep all your staff adequately informed, Cranial Expansion's range of services can help you reach your entire audience, quickly and seamlessly.

TOUR OPERATORS - *A better tour launch*

Launching new tours involves a lot of work. You've got the packages and pricing finalized, and the brochures are complete, but how do you make sure your entire agent base understands the value proposition? You can go out to the major agencies and work with them directly, but you just can't get out to every mom & pop agency to build excitement around your packages. How do you ensure that they're selling your packages instead of your competitors'? How do you make sure they're conveying your message to the right customers?

For tour operators looking to get the word out fast, and leave a lasting impression among agents, interactive tour launches can be the answer.

Cranial Expansion can help you develop an interactive launch experience that makes a lasting impression on your entire agent base. Online solutions allow you to reach all the small agencies that you could never get to in person, and do it quickly. Launch your tours today and have every agent selling them tomorrow. Give your agent base a tour launch that they remember and keep your packages front-of-mind for the entire season. Include virtual tours, extended destination information, and video testimonials, so agents can gain a deeper understanding of your packages and their value. When there are changes or updates, get the word out to everyone quickly, without having to send your reps back into the field.

Cranial Expansion can help you develop fully interactive, highly engaging tour launch packages, providing a best-of-breed experience for all your agents and helping to make your tours a success.

TRAVEL AGENCIES - *Balancing training and productivity*

Travel agencies are constantly performing a delicate balancing act. There are regular, ongoing training needs, but agents have to stay focused on generating revenue. With continuing upheaval in the industry, and tight margins, it's imperative that agents have the tools they need to close deals quickly, without losing time searching for information. For many travel agencies and tour operators, eLearning looks like the answer. ELearning provides consistent, accessible training to everyone, regardless of location, and allows them to participate without impacting productivity. It also provides tremendous reporting capabilities, allowing decision makers to see who's completed the training and tracking their performance throughout. But it also looks expensive and time-consuming to create. Is there a way to create eLearning quickly and cost-effectively? Can it be done without having to hire additional staff or use expensive outside consultants?

The answer to both questions is a resounding "Yes". Cranial Expansion can help you provide an effective and practical eLearning program at a price you'll like.

Even if you already have basic system courses from vendors like Worldspan, Sabre, or Gallileo, you may still need consolidated courses that cover your own processes. Getting new agents up to speed quickly on both systems and processes is critical and classroom training will never be able to cover that need quickly enough. Self-paced eLearning can greatly improve both the timeliness and effectiveness of your new agent training program, and you can do it with the skills you have in house right now.

Our Expert Development Program (EDP™) can help your classroom trainers move into eLearning quickly and cost-effectively. The EDP provides you with a blended package of eLearning workshops, access to a simple, intuitive authoring tool, and regular coaching to ensure you avoid the pitfalls that often derail nascent programs. Talk to us about how our EDP can work for you – before you know it you'll have a suite of online courses available to your staff and the balancing act will be a whole lot easier.

Effective solutions

Broader reach

Practical prices

It's more than just training





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