



## Background

Trip Extras is a travel website that lets travellers book all of their extra travel arrangements – airport parking, lounges, transfers, travel insurance, foreign exchange and hotels – in one place.

Prior to our involvement, these products were only available to buy on an individual transaction basis. Trip Extras wanted a simplified purchase experience that allowed for multiple products to be sold in one seamless transaction.

## The Challenge

Our task was fourfold:

- Simplify the booking process for an enhanced user experience
- Drive cross sell and up-sell opportunities within the booking process
- Drive repeat business to the website
- Track customer purchase patterns

## Our Solution

We implemented the PurchasePlus™ proprietary platform – an API Interface that enables products to be put into a 'shopping basket' for a single payment transaction.

This was designed to be open-ended, so that relevant information provided in the main purchase process can be passed between the various providers – saving customers considerable time when booking.

A further benefit is that the platform lets tripextras.com add third parties to the platform in a flexible, tailored manner.

## Results

A scalable solution to help grow the number of Trip Extras' third party providers, plus a simplified booking process for their customers. In addition, data acquisition meant that personalized and relevant offers could be created around customers.

**Trip Extras were delighted with the results. This is what Julia Knight their Marketing Manager had to say:**

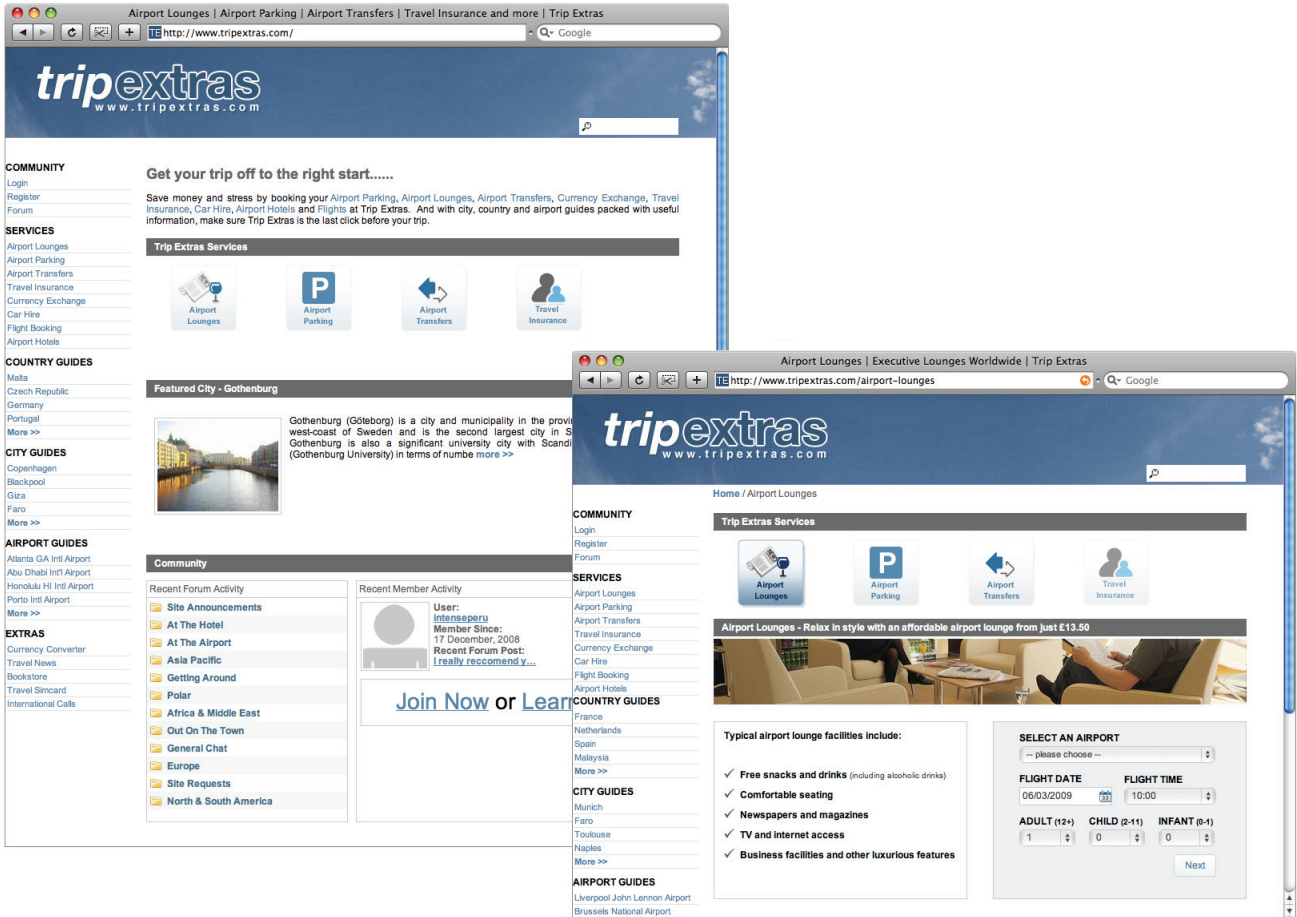
*“We selected Collinson Latitude for their innovation and expertise within the travel sector. Consumers today expect to be able to book all of their travel-related products and services quickly and easily. Latitude’s agile technological approach enabled tripextras.com to implement and deliver a superior service to our customers within six weeks.”*



**PurchasePlus™**



## Our Work



## Worldwide innovation.

Collinson Latitude™ is the leading global provider of new and recurring revenue programmes in the airline, hotel, travel and financial services industries. Collinson Latitude™ is part of the Collinson Group, a global leader in a diversity of specialist travel membership, insurance and marketing services.

## Worldwide expertise.

As a group, we understand the travel market first hand, with over 3 million customers worldwide who have bought our insurance and lounge pass products. We partner with more than 2,500 online merchants and partners globally. We work with a wide range of blue chip international clients, including some of the world's leading hotel, financial services and airline brands. Our long-standing relationships with many of these clients are testament to our passion and expertise.

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