

# Research reveals SA business travellers seek digital solutions, hybrid support

According to Travelport's 2018 Digital Business Traveler Research, tech-savvy business travellers in South Africa are increasingly demanding digital solutions and hybrid support delivered throughout their travel experience. The research shows that 50% of business travellers in South Africa find it 'very painful' when they are unable to access their booking information on all of their devices' and that a majority 87% are open to providing biometric data if it can reduce waiting times.



©kantver via [123RF](#)

The research was carried out by Toluna Research, on behalf of Travelport, and was based on responses from 8,100 business travellers across 25 countries.

In the planning and booking phase, the study revealed that almost half (46%) of business travellers have now used voice search to investigate items like flight times, hotel options and the weather at their destinations, and 73% rely on their smartphones to research their trip. Half (58 per cent) of business travellers in South Africa now also want hybrid support delivered through a Live Chat functions on smartphone apps.

When travel is disrupted, the research revealed 51% of business travellers in South Africa like to have face-to-face conversations or phone calls with a person to find solutions. Interestingly, however, one third (35%) would now be happy to be serviced through a chat service such as WhatsApp on their smartphone.

Once they have reached their destination, 68% of business travellers in South Africa now prefer a digital room key to unlock their hotel room door and 44% also use a digital rather than physical wallet while travelling.

## Three integrated solutions

Claudette Thorne, Travelport's country manager for South Africa, commented: "The results of the 2018 Digital Business Traveler Research demonstrate that today's business traveller is increasingly demanding integrated digital solutions and support throughout their journey. The three most important features for business travellers include the ability to search and

book flights (74%), a consolidated trip itinerary in one place (76%) and real-time flight alerts throughout their journey (70%).

"The need to deliver balanced omnichannel support is only going to escalate in importance as business travellers seek ever more convenient ways to improve their travel experiences."



For more, visit: <https://www.bizcommunity.com>