Etta Go Battlecard

Solution Overview

Etta Go is a self-service, easy-to-manage, online booking tool your TMC has purchased which is designed for small customers looking for a self-managed travel booking and management solution. Coupled with your TMC services, Etta Go provides an end-to-end travel booking and management solution your customers can rely on.

Key Features

- Integration with Google ITA flight search results for lowest and best fares – which means users are less likely to search online for a better price (search by fares or by schedule)
- The Ask Etta features guides travelers step-by-step through booking and managing their trips
- Apply customer and TMC negotiated rates for additional savings on every trip booked.
- Easy-to-use policy configurator for fast travel policy set up
- Real-time access to your travel spend and visibility into user engagement

Why Etta Go?

- Create your site, set your policy, and invite your users in 10 minutes or less
- End-to-end travel itineraries aligned to preferences and corporate travel policy
- Robust content with search results from Google, Sabre, Travelport and Amadeus
- Personalization with preferred air, hotel and car recommendations

Target Company

- US or Canada based
- Does not have a managed travel program
- Looking for a self-onboarding solution to create their own booking site
- Light travel policy requirements

Target Profile

C-Suite or director level with title segment including:

- Executive Administrator
- Travel Manager
- Finance
- Procurement

Competitors

- TripActions
- TravelBank
- Egencia

Competitive Differentiators

Car services	Access to car services including shuttles to black car services. (If enabled)
Negotiated rates	Apply customer and TMC negotiated rates for additional savings on every trip booked.
Self-guided help	Personalized guidance and training solution built into Etta Go online booking and management tool.
Flexible fares	Normalized air fare shopping across carriers that have branded fares and carriers that do not by grouping fares according to their refundability level for an easier and more consistent cross-shopping experience.
Book your seats	Book your seat while cross shopping across flights and carriers for an easier and faster shopping experience.
Dynamic messaging	Customizable messaging assigned to content or behavior used to inform, influence, and guide travelers.
Scalable solution	Grow from Etta Go to Etta as your business scales. Etta is an enterprise OBT solution with complex features designed specifically for enterprise-sized business needs.
Self-service onboarding	Customer can create their site in less than 10 minutes.
Best-in-class mobile app	Customers can book, cancel and change air, hotel and car with full itinerary management.

Etta vs Etta Go

Features	Etta	Etta Go
Air, hotel, ground transportation bookings	Yes	Yes
Template reads all agency policy settings	Yes	Yes*
Customer negotiated rates	Yes	Yes
Dynamic Messaging	Yes	Yes
Customer driven onboarding	No	Yes
Customizable travel policy	Yes	Yes
Rail	Yes	Yes
Southwest direct connect	Yes	Yes
Site cards	Yes	Yes*
Pre-trip approval	Yes	Yes*
Configurable fields	Yes	Yes*
Traveler grouping	Yes	No
Profile sync	Yes	Yes
SSO	Yes	No
HR feeds	Yes	No
Mobile book/cancel/change	Yes	Yes
Travel SafetyCheck	Yes	Yes
Expense integration	Yes	No

Qualitfication Questions	Sample Responses
How do you book travel today?	Etta Go provides a user friendly experience for your travelers to book and manage their travel.
How much do you spend on air?	Etta Go is perfect for a customer that is under $1 million in air spend, does not have a managed travel program but wants a self-onboarding tool with light travel policy settings. (If customer wants pre-trip approval, automated ticket exchange, or needs a highly configurable site with more policy settings, Etta is the best option).
How many people in your company travel?	You can onboard and activate those users individually or through a file upload with Etta Go so they can start booking immediately.
Do you have a travel policy and if so, how is it implemented?	Etta Go offers light policy settings. If you need specific restrictions around travel or high policy control, Etta is the solution for you. (See above comparison matrix for further details).
What are the biggest challenges your travelers have today?	User experience: Etta Go is user friendly with features that will keep your travelers happy – (touch upon Google ITA, Tripadvisor Reviews, Travel SafetyCheck, Ask Etta, etc.). Cost: Etta Go is an affordable and cost-effective solution. Compliance: Etta Go provides end-to-end user experience that brings in extensive content that travelers want and need - keeping them on platform and engaged. Adoption: Drive user adoption with a booking tool your travelers will actually want to use.
Do you require expense integration?	If Yes we recommend Etta.
What is your mobile strategy for travel?	Etta Go customers can use Etta's robust mobile app.
Do you have negotiated rates and how do you manage them?	If yes, we can load those rates into Etta Go and have it available for your travelers.