Amgine and Agentivity announce ground-breaking partnership to revolutionize automated bookings for Travel Management Companies (TMCs)

The partnership significantly elevates the personalization of offers for all managed corporate travelers in a self-servicing process flow.

FOR IMMEDIATE RELEASE

London, United Kingdom and Toronto, Canada, August 10, 2023 – Amgine, a leading Automated Ai Booking Platform, and Agentivity, a premier travel analytics platform, proudly announce a game-changing partnership that is set to transform the landscape of automated bookings and customer personalization in the managed travel industry. This collaboration will provide Amgine with insights into traveler's booking history and buying behavior, elevating the level of personalization of bookable offers for all managed, corporate travelers.

By combining Amgine's cutting-edge Ai capabilities with Agentivity's rich, self-learning dataset, the partnership will enable Amgine's automated responses to be more personalized and offer the promise of one-touch bookings to TMCs. This capability is designed to reduce agent handle times and boost PNR conversion. The amalgamation of these technologies marks an industry first, ushering in a new era of cutting-edge serviceability in the world of managed travel.

Riaan van Schoor, CEO at Agentivity, commented on the significance of this ground-breaking partnership stating, "This collaboration with Amgine represents a pivotal moment for the travel industry. By harnessing the power of our comprehensive analytics within Amgine's Ai SaaS Platform, they can now deliver a level of personalization that was till now only possible manually. We are excited to offer this automated capability to the market."

Greg Apple, CRO at Amgine, echoed van Schoor's sentiments, emphasizing the profound impact of this partnership on customer experience. He said, "Personalization has become an expectation for today's corporate travelers. With the integration of Agentivity's analytics into our Ai SaaS Platform, we can achieve an unparalleled level of personalization for each unique, corporate traveler transaction. TMCs can now streamline serviceability and personalization with Amgine and Agentivity across multiple channels, including email, webforms, and voice."

The partnership has already garnered significant interest from several prominent North American TMCs eagerly stepping forward to participate in piloting these transformative capabilities.

To learn more about Amgine and its state-of-the-art automated booking tool, please visit amgine.ai. For additional information about Agentivity, the leading travel booking data platform for TMCs, visit agentivity.com.

About Amgine: Amgine offers a cutting-edge automated Ai booking platform, committed to delivering unified serviceability across multiple channels for TMCs. With a focus on innovation, Amgine continues to revolutionize the managed travel industry through its advanced Ai SaaS Platform.

About Agentivity: Agentivity is the industry's leading travel booking data management platform, providing insight, control and growth to TMCs in 50+ markets. Their vision is to continuously elevate the service ability of TMCs. To learn more about Agentivity, please visit www.agentivity.com

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