



American Express Business Travel has robust and structured processes and response resources permanently in place, which are activated as soon as necessary. CALM is a global network that delivers an end-to-end crisis management process 24/7/365 and in parallel, the Emergency Travel Centre can implement the contingency support measures during after hours.

What Happens When Things Go Wrong?

How three multi-nationals received precise and detailed information about their travellers within two hours of an airline disaster

Summary

With heightened safety and security concerns around the world, employers increasingly recognise the importance of their duty of care to ensure the safety of employees when travelling on business. Companies need a stable and reliable partner who can provide timely and reliable information in the time of crisis and who can provide worldwide support when things go wrong.

When disaster strikes, time, information and communication are of the essence. A company's biggest concern becomes "what happened?"; "are my travellers affected?" and "where can I get the information I need to provide for frequent updates to the families throughout the critical time of the disaster?"

American Express Business Travel (AEBT) has a suite of sophisticated tools and systems and the people in place to provide rapid and well-coordinated responses and communication to companies and travellers impacted by natural disasters or other crisis situations, as well as the experience, infrastructure and capacity to assist both regionally and globally.

By way of example, within just two hours of the ill-fated Garuda Indonesia Boeing 737-400 crashing in Yogyakarta, Indonesia on 7 March 2007, the employers of the travellers whose bookings had been made through American Express Business Travel had been given precise details regarding their employees' safety and whereabouts.

Global news feeds regarding the Garuda Indonesia plane crash were picked up by the Crisis Alert and Logistics Management (CALM) team in Sydney, Australia. The team then immediately triggered the data search and information retrieval process that would ultimately enable American Express Business Travel regional account managers to contact their clients and inform them of the incident.

The companies concerned were impressed at the speed with which information had been accessed and communicated. Empowered with precise and accurate information, the companies were ideally positioned to fulfil their responsibilities by communicating information to families and colleagues. This level of care could build a strong sense of trust and confidence in the employee, for whom travel has become a necessary part



of the job, as well as in the employer, where access to information and support is vitally important, particularly when things go wrong.

American Express Regional Relationship Manager Ewout Binsbergen said, "For companies these days, it is not enough to just be reactionary with the business travel needs for employees. For these companies, having American Express as their travel management company meant they had the peace of mind of having a trusted partner to manage such a crisis, and that all their travellers were able to be accounted for as soon as the incident occurred."

The end-to-end AEBT solution begins with InfoPoint, which is a website that provides information on destinations around the world. Detailed information profiles are also provided on countries and cities, enabling travellers to do research and thorough preparation in advance of their trips. Once a crisis happens, Travel Alert is the tool which delivers breaking security and travel alerts directly to client companies. Finally, TrackPoint is an easy-to-use web application that allows users to locate travellers quickly and make critical decisions based on reliable information. TrackPoint also helps AEBT customers to manage security and crisis situations, sometimes even in advance of their actual occurrence.

In terms of breaking crises and shock events that have a major impact on travellers, a robust and structured process is permanently in place which is activated as soon as necessary. CALM is the ultimate response resource, which is a global network that delivers an end-to-end crisis management process 24/7/365. In parallel, the Emergency Travel Centre (ETC) is in place to implement the contingency support measures during after hours.

Just how such a quick and decisive response is made possible in times of crisis is described in the context of the unfolding events of the ill-fated Garuda Indonesia flight 200.

Situation

On Wednesday, 7 March 2007, 133 passengers and 7 crew members boarded a Garuda Indonesia Boeing 737-400 in Jakarta, Indonesia for an early morning commuter flight to Adisucipto International Airport in the neighbouring city of Yogyakarta. The passenger list included 6 business travellers whose companies had made their reservations through American Express Business Travel.

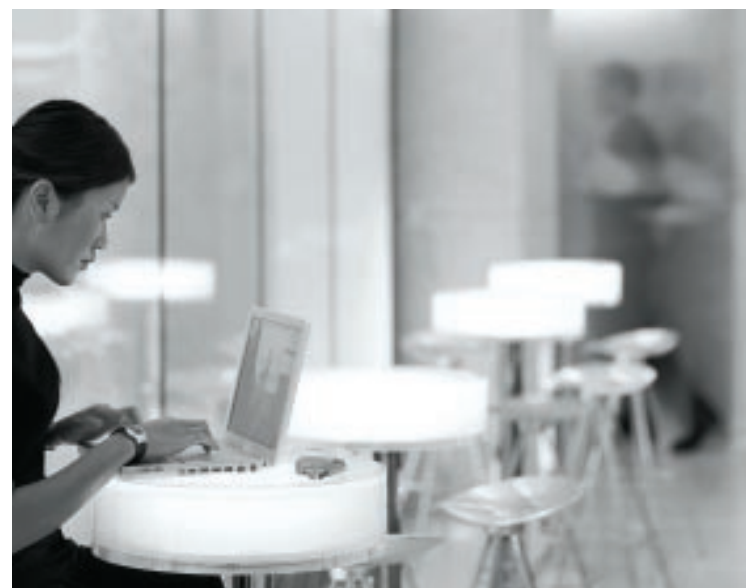
At approximately 7.00am (10.00am AEST), while attempting to land, the plane overshot the runway, burst into flames and came to rest in a rice field. 22 passengers and a crewmember were killed in the accident and scores more were injured and taken to hospital. News of the Indonesian air disaster began to make its way around the world.

Wednesday, 7 March 2007 Sydney, Australia American Express Business Travel JAPA Head Office

The global CALM team scans and monitors news feeds 24/7/365 from links and tools such as GoAlert24, which is a real-time system that highlights any situation that appears out of the ordinary, and which could even extend to issues like transport system breakdowns or strikes. The CALM team's task is to identify incidents that could potentially affect AEBT business travellers. There could be up to 20 reports a day that require screening, previous examples of which have included political coups, the London and Bali bombings, and natural disasters like the Tsunami in Indonesia.

10.05am, AEST

The Australian regional head of the CALM team receives the news that a Garuda Indonesia passenger aircraft has crashed on landing at Adisucipto International Airport in Yogyakarta, Indonesia. He immediately obtains details of the flight number, schedule and routing of the flight, the severity and status of the accident, and communicates the details by sms, phone and email to AEBT contacts across the Asia Pacific region.





10.20am AEST

The regional CALM head sends an email to the regional data hub in Delhi, India, to request data extracts regarding passengers on board the flight whose tickets had been booked and issued by American Express Business Travel. Follow-up telephone contact is made to confirm the incident, the details, and to ensure immediate response to the request.

10.35am AEST

Written confirmation is received that 6 passengers employed by 3 separate multi-national companies had made their reservations through AEBT. The full details of the passenger names and the details of their employers are provided to the Sydney CALM office.

The head of the regional CALM team emails the names of the passengers and their respective employers to the AEBT regional manager in Australia and to the AEBT regional and client managers based in Jakarta and Singapore.

Jakarta, Indonesia Singapore American Express Business Travel Regional Offices

American Express management and staff are deployed across the globe as part of the network of 2,200 offices and outlets in over 140 countries that form the AEBT organisation. Within each region are client managers whose role it is to service and support the companies who have formed partnerships with American Express in terms of their travel management needs.

10.55am AEST

The AEBT regional managers in Jakarta and Singapore receive email confirmation regarding the travellers and the employers who have been impacted by the Garuda Indonesia air disaster as well as the severity of the incident and all available details.

The operations and implementations managers at the American Express Business Travel proprietary office in Jakarta conduct a search of their internal data base and confirm the information regarding the passenger names, their companies, the flight details and its routing.

11.10am AEST

Client managers communicate the information by email and sms to representatives of the companies whose employees are involved in the accident. The information reaches the companies' travel managers in locations including Lausanne, (Switzerland), Hong Kong, Kuala Lumpur, Singapore and Jakarta.

11.15am AEST

The head of travel at the American Express Business Travel proprietary office in Jakarta communicates the details of the 6 passengers to Nusanatra Travel in Yogyakarta.

Jogyakarta Indonesia Nusanatra Travel

Nusanatra Travel is the Jogyakarta representative within American Express' Travel Service Network International (TSNi). These companies represent the furthest extension of AEBT's global reach.

11.25am AEST

Armed with the names and details of the passengers whose travel had been booked via AEBT, two teams from Nusanatra Travel are sent to the airport and the hospital with the task of establishing information regarding their condition.

Sensitive investigation reveals that five passengers have escaped injury, and that the sixth is in a stable condition in hospital and due for imminent discharge. The travel team representatives at the hospital are able to visit the injured passenger and provide support.

Jakarta, Indonesia Singapore 11.55am AEST

The American Express Business Travel regional and account managers inform their clients of the whereabouts and well being of their employees based on the information provided by colleagues at the scene. The AEBT account manager in Singapore advises the company that their employee is hospitalised, but is safely with his family and due for imminent discharge.

Regional Relationship Manager Ewout Binsbergen said, "We were able to make the perfect response. We had fast and accurate information, and the best part was that the news was all good. The client was very grateful, and extremely impressed. It was the speed and accuracy of the information made available to us that enabled us to do such a good job in the client's eyes."



Benefits

The American Express Business Travel systems and processes are in place to provide advance warning and alerts to companies and travellers regarding their travel plans, and in cases like the Garuda Indonesia tragedy and other disasters, there is an in-built global capability that is ready to respond 24/7/365.

In a world where political volatility, security and natural disasters have made business travel an increasingly hazardous and risky undertaking, the requirement for precise information and the ability to track traveller whereabouts has never been greater. So too, therefore, is the perceived value to companies when their travel partner can provide fast and accurate information at times when the need for it is greatest.

In a clear example, within an hour of the Garuda Indonesia airline crash, employers had been informed of the incident and the names of their employees involved. One hour later, after regular updates, the good news regarding the condition of their staff was confirmed. The immediate access to accurate information is due to the comprehensive and robust nature of the AEBT infrastructure and to its highly trained and customer oriented people.

Commenting afterwards, American Express Business Travel's implementation manager in Jakarta, Donni Mahendro, said, "In times of crisis it's important that our clients know that we care about them. It's our responsibility to source accurate information about their travellers as fast as we can and let people know. It's simply part of our job."

For more information on American Express Business Travel services and offerings please contact your American Express Business Travel Representative on 1300 666 083. Visit us at www.americanexpress.com.au/businesstravel

