

FlightGlobal

Incorporating FLIGHTSTATS

Data: Corporate Traveler Experience

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The 60 Second spotlight: Murdo Morrison interviews Mike Daly

In the build-up to the Data: Corporate Traveler Experience forum, we chat with Mike Daly of Freebird to discuss light disruption.

1. Hi Mike! Please can you briefly introduce yourself and your role at Freebird?

I'm Mike D and I get respect. Your cash and your travelers is what I expect. Almost 25 years in travel tech, including key roles with United, GetThere, Travelocity Business, and Deem. I'm in charge of all sales at Freebird, with focus on the corporate travel market.

2. Why is flight disruption such a problem for travelers and travel managers?

Because they are inevitable, negatively impact your best revenue-generating employees, sap productivity, and ultimately, are expensive.

3. How is Freebird tackling this?

By getting the traveler to their destination. We believe getting there matters most. With all the tech available today for video conferencing, virtual meetings, etc, we still choose to get on planes, because we know face-to-face meetings are still the best way to drive revenue for an organization.

Did you know that for every dollar spent on travel, that translates into \$12.50 in revenue. With that in mind, and all the prep that goes into a business trip, wouldn't you want to get to your destination? Wouldn't you want some control over an experience that was previously out of your control?

4. What is different about your approach, and what kind of results are you seeing?

Freebird not only provides predictive analytics, but gives traveler the ability to take action in the most efficient way possible through data science, and automation.

We process over 250K disruptions annually, and Freebird is rebooking clients on other airlines over two-thirds of the time, so that shows how it's a race to get a seat when a disruption happens, and the airline probably won't be able to help you with a reasonable rebooking, simply due to load factors, which are now over 85% in the US.

5. What can delegates look forward to from your panel - Predictive insight: Is it powerful or problematic?

Attendees should come away with an incredible amount of information about one of the biggest pain points in corporate travel we face, but we'll also have some fun with it too.



Luke Hill

Senior Conference Producer

T: +44 (0)20 7911 1833

E: luke.hill@flightglobal.com