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SOUTH ASIA'S LEADING TRAVEL TRADE FORTNIGHTLY

# TRAVTALK

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## Personal touch, key to success

Dev Karvat, Founder & CEO—India & Emerging Markets, TrawellTag Cover-More, shares that their longterm relationship with the travel trade and passion for technology is the secret to success.



TT Bureau

For TrawellTag Cover-More, the last one year has been quite significant after Zurich acquired the Cover-More Group, reveals Karvat. "We have also captured a good market share in the e-commerce business by making a difference to their offerings. With cutting-edge technology and product innovations, we have added value to our OTA and airline partners. I am proud to say that, as a group today, we are the official insurance providers of the fans of Arsenal Football Club, catering to their insurance needs."

For Karvat, the focus has been in providing real-time assistance to the end customers. "For this, we are planning to leverage on Artificial Intelligence (AI) and

make our offerings more relevant to our customers before, during and after their trips. Apart from this, our constant focus on innovation and customisation has enabled us to conceptualise new products to be launched shortly," he adds.

TrawellTag Cover-More exclusively works with the travel agent community. "There has been a huge change in the attitude and outlook towards travel assistance and insurance. There is an overall increase in awareness about the importance of ancillary services. Travel agents want their customers to have a holistic experience and therefore, provide a complete travel package including travel assistance and insurance to customers. This change in the mindset has enabled

us to innovate, as it is now much easier to reach out to them and understand their customer needs to design tailor-made benefits," he shares.

Attributing a majority of their success to their clients, who

**“ We are focusing on integrating our global technology capabilities with our clients to enhance sales and operational efficiency ”**

are travel agents, Karvat says, "I believe in nurturing and cultivating a personal rapport in our business relationships over time and many of our clients have actually seen me grow as a young entrepreneur. For instance, the longest association that we have with a client is about 15 years, which is testimony

to the faith that they have in our capabilities."

"We always strive to align our strategies with our clients' requirement resulting in mutual business growth. We are also focusing on integrating our global technol-

ogy capabilities with our clients to enhance sales and operational efficiency. Our Travel Agents Engagement programme has entered into its fifth year with a motive to enable them upsell and in turn boost revenue," he adds.

Karvat has also plans to venture into the Middle

East market, but he says that the project is still in a planning stage and more details will be revealed soon.

Terming GPS as an ever-evolving event, he says, "We look forward to it every year with a lot of anticipation. This year, like every year, GPS will take place in newer cities, which gives us a wider platform for networking and creating business opportunities. Also, it is one of the most relevant events today due to its complete dependency on advanced technology." 



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