



VisitScotland Information and Sales Strategy Research

This is one of five pieces of related research commissioned by VisitScotland in 2005 as part of its information and Sales Strategy.

Consumer Research
Comparative Destinations Research
TECHNOLOGY RESEARCH
Multi-Sectoral Benchmarking Research
Industry Research

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IT and Distribution Channels Scenarios

CUSTOMER JOURNEY STAGE	CHANNEL	SCENARIO
Throughout	All channels	SCOTLAND DEVELOPS A WORLD-BEATING INFORMATION RESOURCE - motivational, lifestyle-attuned, comprehensive, timely and authoritative - in text, audio, images and video - all easily searched by the user or by Information staff
Inspiration to choose scotland	Personal recommendation	IT'S EASY FOR CUSTOMERS TO RECOMMEND THEIR SCOTLAND EXPERIENCE - a VS.com Travel Planner becomes My Scotland Holiday - Visitors record and exchange their recommendations online
	VisitScotland TV	VISITSCOTLAND TV BECOMES THE MAIN INFORMATION GATEWAY - with inspiring video, and ready access to the contact centre, information database and bookings
Planning and booking	VS's partners' media	WEB AND TV DISTRIBUTION PARTNERS ARE SCOTLAND'S MAIN CHANNELS TO MARKET - VS's world-beating information and booking service becomes a must-have for channel operators
	Customer's PC printer	PRINTING AT HOME - becomes printer-friendly and user-friendly
	Voice	INCREASED CONTACT CENTRE ENQUIRIES DRIVE INCREASED BOOKINGS - the TIC staff resource is federated with VS.COM to allow optimum call routing
The visit	Mobile phone and in-car	INFORMATION TO YOUR PHONE OR CAR - location-sensitive text, audio, images and video is pushed or pulled as preferred by the visitor
	Walk-in to TIC	CRM IS AT THE HEART OF TIC - friendly to the customer, who receives ongoing personalised service, and to VS, who have improved repeat and referral marketing opportunities
	TIC franchises	THERE ARE MORE TICs WHERE THE PEOPLE ARE - at attractions, hotels, shopping malls, supermarkets, using VS 'TIC in a Box'
Back home	VS e-newsletter	OUR CUSTOMERS ALWAYS LEARN 'WHY WE SHOULD COME AGAIN' - e-newsletters delivered to visitors who have been CRM-captured at the TIC