

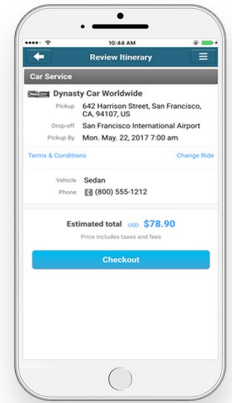
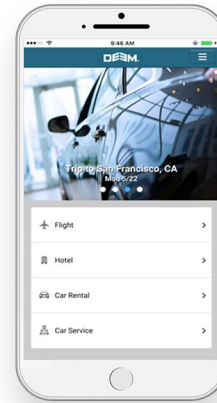
# Deem Ground Work

## Drive Revenue and Traveler Satisfaction

Drive your car service revenue and improve traveler satisfaction with Deem Ground Work, part of the Deem Work Fource platform. Turn on ground transportation reservations and your travelers can book and manage car service with a few clicks or taps. Any reservation made using Deem can be added to the traveler itinerary and serviced in the GDS.

You'll grow your bottom line with the revenue share program and you'll keep your travelers happy – a win-win!

When the average business trip has at least four car service segments for each PNR, companies need a better way to manage their ground transportation spend, while still providing their employees with the choice and convenience of a modern booking experience.



**“Deem Ground Work can connect to other online booking tools and travel agent systems. But Bashvitz said one Deem advantage is that its core travel booking platform pairs nicely with the car service side of the house. He discussed the idea of car attachment whereby travelers are encouraged to add ground transportation to the various legs of their trips.”**

*– The Company Dime, March 3rd, 2017*

### The Benefits

- Simple, easy design, consistent with Deem Work Fource
- Complete write back to GDS PNR
- Biased to preferred suppliers and integrated with policy engine
- Variety of content choices- black car, shuttle, taxi, and more
- Facilitates commission reconciliation from preferred merchants
- Provides full fare & vehicle information
- Synced to mobile and traveler’s calendar
- Full delegate functionality
- GDS segment is added seamlessly into the PNR with Air, Car Rental, Hotel
- All trip information is pre-populated to allow for easy booking for travelers



#### More Service = More Revenue

With GDS writeback and PNR integration, the Car Service segment is added seamlessly into the PNR with Air, Hotel, Car Rental, or Rail. TMCs can now track and service travelers’ ground transportation when they are on the road, which means greater comfort for the traveler and more revenue for the TMC.



#### Reduce Inefficiencies

Eliminate the need for outbound phone calls, manual data entry errors and reduce no-show costs and customer service failures.



#### Modern Booking Experience

Google maps address auto-complete, flight validation, rate transparency, and notifications.



#### Your Suppliers, Rates & Policies

Gain control and visibility by surfacing your preferred providers, rates, and enforcing policy at point of sale.



#### Delegate Functionality

Executive Assistants and Travel Organizers can easily book car service on behalf of the traveler, triggering itinerary confirmations to the travelers or other Travel Organizers.



#### Be Secure

Deem Ground Work is fully PCI 3.1 compliant. This means that all PII (personally identifiable information) for your customers will be safe from any security risks and breaches. American Express GBT, CWT, Direct Travel, and others choose Deem over competitors due to data security concerns.



#### Rate Transparency

Vendor prices appear on the first screen following the initial search, enabling users to choose the most cost-effective provider for any given area.



#### Better Optimization

Travelers and Travel Counselors can better plan and optimize travel time. The orchestrated booking reacts to flight delays and cancellations.



#### Easy Changes

Users can easily add and cancel car service reservations via the mobile or desktop apps and they sync immediately.