



Xcelerator™ Outline

Xcelerator™ is a manual and tool kit with over 20 customizable templates. Over 55 links were placed within Xcelerator to allow for easy navigation of the documents. If printed, Xcelerator totals over 75 pages.

Overview

- The Definition of Adoption
- Factors that May Negatively Impact Tool Usage
- How Companies and Travelers Benefit from Adoption
- People Drive Adoption
- Drive and Sustain–Put Your Technology Investment to Work
- How to Use Xcelerator™

Adoption Planning

- Adoption Fundamentals
- Adoption Tactics
- Drafting an Effective Adoption Plan

Adoption Tools

- Communications Templates
- Survey Samples
- Online Calculator
- Adoption Plan Examples/Templates (2)
- Online Process Flow Example/Template
- FAQs Example/Template
- Survey Tracking Form
- Program Contacts Form Template

****Note:** Travel Logics does not recommend mandate over adoption strategies or vice versa, we simply provide the instruction and tools for both in order to accommodate all client interests. Therefore, Xcelerator contains and is delivered with a separate mandate section and tools.

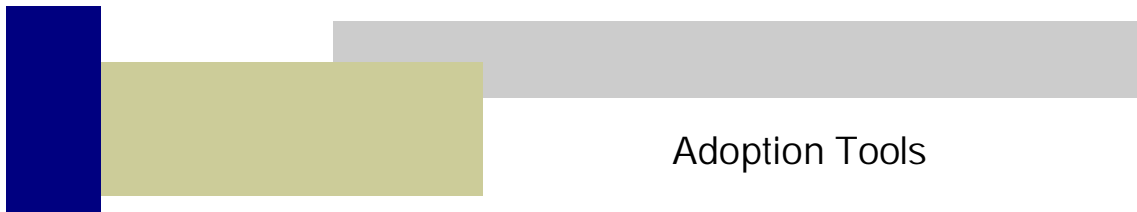
Xcelerator™ Mandate Section

- Mandate Overview
- Mandate Basics

Mandate Tools

- Agency Announcements
- Agent Verbiage
- Mandate Communication
- Email Template
- Online Calculator
- Sample Mandate Plan
- Online Process Flow Example/Template
- FAQs Example/Template
- Survey Tracking
- Program Contacts Form Template

NOTE: Xcelerater contains over twenty tools and only a few of them are described here as an example for our Web site visitors. Please also note that any blue links found on this page are functional only within a purchased copy of Xcelerater.



Xcelerater consists of many tools designed to save companies time. We have placed several links within this manual. All tools, including the appendixes, are either described or reside in this section for your convenience. Not all tools will be utilized. You can choose the tools that will work best for your company, keeping the [Adoption Fundamentals](#) in mind.

[Appendix A--Xcelerater Adoption Calculator](#). This spreadsheet will allow for the calculation of cost savings potential by group, department, business unit, etc. Upon entering the applicable data (adoption goals by traveler group) on the first sheet, the calculator will auto chart by the groups entered the average trip cost, current air cost, and savings. This can then be used to determine where the most emphasis should be placed to get the most effective return on investment. Charts can easily be cut and pasted into a PowerPoint presentation, and can be used as a tool to gain senior management buy in on adoption initiatives.

[Appendix B--Xcelerater Implementation Plan](#). This is not a full tool implementation plan, as a corporation's online booking tool provider or travel agency will provide a plan for the actual implementation of a new tool. The Xcelerater implementation plan is an example of tool promotion planning during a new tool implementation. If using this template for a tool that has been deployed for several months, ensure that the items described in the Adoption Boost on a Previously Deployed Tool section on page 14 are incorporated into the plan.

[Appendix C--Xcelerater Adoption Project Plan](#). While the majority of companies prefer to use a spreadsheet, some prefer plans in this format. Often those companies who do use spreadsheets will cut and paste parts of their spreadsheet into this document to use as an overview to gain senior management level buy in. Some travel departments opt to provide senior management a PowerPoint presentation instead of or in conjunction with this document.

[Appendix D--Xcelerater Online Process Flow](#). This is an example in template form of the traveler's complete process in using the tool. Completing a process flow will allow a corporation to ensure the smoothest experience for a traveler in that it will surface any problem areas related to support of the product.

[Appendix E--Xcelerater FAQs Template](#). This template is easy to customize and will ensure that important information is provided to the traveler base.

[Appendix F--Xcelerater Survey Results Tracker](#). This template automatically calculates survey results for companies that do not use Zoomerang™ (<http://www.zoomerang.com/>) or any other type of online survey program.