

## Charter Solutions Int'l takes targeted offers on the road

Charter Solutions International, a 3-year-old company based in the technology corridor of Alpharetta, Ga., is best known for its work in enabling corporations to track their travelers in times of crisis or disruption.

Amadeus recently signed a deal with the company to resell, implement and support Charter's Mobile Communication Manager platform under the name Amadeus Mobile Management.

Charter also has partnered with Copenhagen-based Riskline ApS to integrate risk intelligence into the MCM platform.

Riskline's regionally based research analysts provide 24/7 intelligence to the corporate travel community.

Now Charter Solutions International has begun leveraging its trav-



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eler-tracking technology and broadening its reach into an area that is much talked about but seldom seen in the travel business: real-time, location-based targeted offers.

Called RAVE, for reverse-auction voucher engine, the initial manifestation will send offers to travelers who have "preferred" status with payment card companies.

RAVE allows the card company to use Charter International's tracking platform to pinpoint the

traveler's location.

Derek Beveridge, chief executive officer of Charter Solutions, said the application is currently available for iPhones and Android devices.

"But if somebody doesn't want to download an app, or if he's in a place where smartphones aren't prevalent, the company can push out an SMS or even an e-mail," he said.

A traveler might get an alert saying, for example, "Preferred card members who are traveling to New York this weekend can opt for either free tickets to a Knicks basketball game or a free bottle of wine when they visit a participating restaurant."

Beveridge envisions other merchants taking advantage of RAVE by sending targeted offers based on the customer's preferences and location, including airports.

This is not the Groupon model, Beveridge noted, in which a company blasts offers for layettes for newborn babies or paint-ball sessions to inappropriate audiences and require mass participation by customers within a certain time frame in order to activate the promotion.

Rather, they would be highly targeted offers designed not only to attract but to keep customers — a point on which Groupon has fallen short.

And RAVE can be a two-way street, paving the way for new kinds of relationships and interactions between merchants and their customers.



**Derek Beveridge**

A traveler might receive an offer from a nearby restaurant that exceeds his \$25 per-diem dinner limit.

He could convey that information to the restaurant, which could then decide whether it wants to send him a counteroffer.

The traveler also could notify several restaurants in her vicinity that she has \$40 to spend, "so who wants my business?"

Charter Solutions plans to provide its vendor network with tools to help merchants create offers and to visualize and analyze trends and statistics.

Future versions of RAVE will include "Announce-Broadcast-Response" technology that will enable the traveler to announce travel plans and dates to the merchant network.

The data will be broadcast to the relevant businesses, which can then create and distribute a targeted offer.