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5 Phases of Managing Crew Travel in a Crisis Situation

TAKE THE HIT

When the crisis occurs, the key word is immediate. Crew Managers need immediate knowledge about the size and complexity of the crisis. Are there travellers or crew rotations affected? Which exiting bookings do you have and how can they be reorganized? How big is this crisis, do you need to put together a crisis response team?



Manage the Change

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Crew Managers need to be aware of the status in each country, as the crisis spreads. So they can reorganize their bookings if possible. Besides that, it is important to have control over the bookings made worldwide, to ensure tickets are only booked when really needed, as refunds have been changed to credit vouchers. This can have a significant impact on the clients' cash reserve.

INTERMEDIATE BALANCE

In the 3rd phase it is important to intermediate balance. This phase is necessary because this crisis (COVID-19) is so profound, global and exhausting. Almost no flights are active. It is clear that the operations are no longer the same. In order to be able to transport travellers, it is possible to use charters. ATPI can help you with that.



Returning to Business

RETURNING TO BUSINESS

This is the time to change any cumbersome and manual processes and automate these as much as possible, so you set your business up for growth once you get back in full swing. Look at travel booking processes, invoicing and reconciliation processes and stakeholder notification processes, as these tend to be the most intensive.

GROW

Things are running again and once you have started again, you can now grow more and with a stronger margin than before. Now you need to develop that strategic relationship with your travel partner. Work on the items that you had not covered in the earlier stages so that you are well prepared when a new crisis arises.

