



Travelex Introduces Booksmart: a Travel Insurance Enrollment & Marketing Tool

OMAHA, Neb. – June 3, 2014 Travelex Insurance Services has updated their online booking application, 'booksmart', which makes offering travel insurance easier, faster and more efficient for travel agents.

With booksmart, agents can quickly compare Travelex plans, establish quotes and enroll their clients in a Travelex protection plan directly from their desktop without toggling between websites. A proprietary auto-email marketing tool, Smart Reminders has also been incorporated into the new booksmart. Smart Reminders are strategically timed emails which remind clients to purchase travel insurance prior to their departure date.

Booksmart helps travel agents:

- Compare Travelex plans, generate quotes and enroll clients in a plan all within the booksmart application.
- Booksmart automatically transfers client and trip data from the agent's GDS or ClientBase system into booksmart, saving agents valuable time.
- Booksmart's Smart Reminders allow agents to automatically schedule a series of reminder emails, encouraging clients to enroll in a Travelex insurance plan, increasing their agency revenue.

Travel agents are already seeing the benefits of booksmart.

"I am very satisfied with Travelex's booksmart application," explained Dave Mellon, a travel advisor with Gateway Travel. "It's the only third party insurance company I work with. The quoting option is also nice and it appears to take less "clicks" to enroll a policy. I find booksmart has made the process of booking travel protection easier."

In a fast-paced world, having a self-contained application is another notable plus for booksmart users. A travel agent can manage all their Travelex insurance offerings from quote to enrollment in one application. Additionally, with Smart Reminders, if their client does not purchase insurance when they initially book their trip, the agent can rest assured that their client will be reminded to purchase insurance before they depart on their trip.

About Travelex Insurance Services: Travelex Insurance Services, headquartered in Omaha, Nebraska, is a leading travel insurance provider in the United States. The company was founded in 1996 when the Travelex Group purchased the travel insurance distribution services of the Mutual of Omaha Companies. Travelex delivers a wide range of travel protection plans through travel agencies and tour operators, in major airports and online at www.travelexinsurance.com.

About the Travelex Group: Travelex is the world's largest foreign exchange and business payments specialist. The group is also one of the world's leading providers of outsourced travel money to banks, travel agencies and other financial institutions. The group serves businesses and individual travelers through nearly 700 banks, stores, malls and airports in four regions: the Americas; United Kingdom; Europe, Middle East and Africa; and Asia Pacific. For more information, visit www.travelex.com