

Corporate Traveller unveils fresh new identity, evolved brand

Corporate Traveller has revealed a fresh new identity including a re-designed logo, website and marketing material. "We've not only rebranded the logo, we've repositioned the entire brand," says GM Oz Desai.

"The market in South Africa has evolved and grown up and so have we. Our new imagery and logo reflect our values and brand essence: we're approachable, focused, dynamic, trusted and best in class."



Image Source: [Corporate Traveller](#)

A more mature attitude

The watermelon colour of the Corporate Traveller brand remains as does the imagery of the handshake. The imagery has however been enhanced to reflect a more mature attitude.

"The handshake is an important part of our brand. We don't try to lock anyone into a three- or five-year contract: we trust in our service offering and believe that business should be done on a handshake," explains Desai.



Oz Desai, GM, Corporate Traveller

Desai adds that the key to Corporate Traveller's success is a business model that is unique to the South African business travel sector. He says: "Most other travel management companies (TMCs) take a one-size-fits-all approach to clients with an SME spend, or they only go after clients with a spend of over R40m. For the traditional TMC model, the client with a R6m spend doesn't require a key account manager and is served through a call centre."

"Our approach is very different. Small teams of senior travel consultants are based in our six local offices across South Africa, looking after their own client portfolio of locally-based businesses. Each team is personally responsible for booking and managing their clients' business travel requirements from quotation through to statement.

"We also give our clients a level of choice, value and expertise that they wouldn't receive from another TMC because Corporate Traveller is part of Flight Centre Travel Group," adds Desai.

Desai sums up: "We look forward to continuing to go from strength to strength in the South African market, but we can never be complacent. Our business is built around our customer and will only continue to be successful if we focus on the delivery of a customer service experience that clients will not receive anywhere else."

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