

AMEX GBT  
**Select**

# Targeted Client Communications Guide with Best Practices

For GBT Account

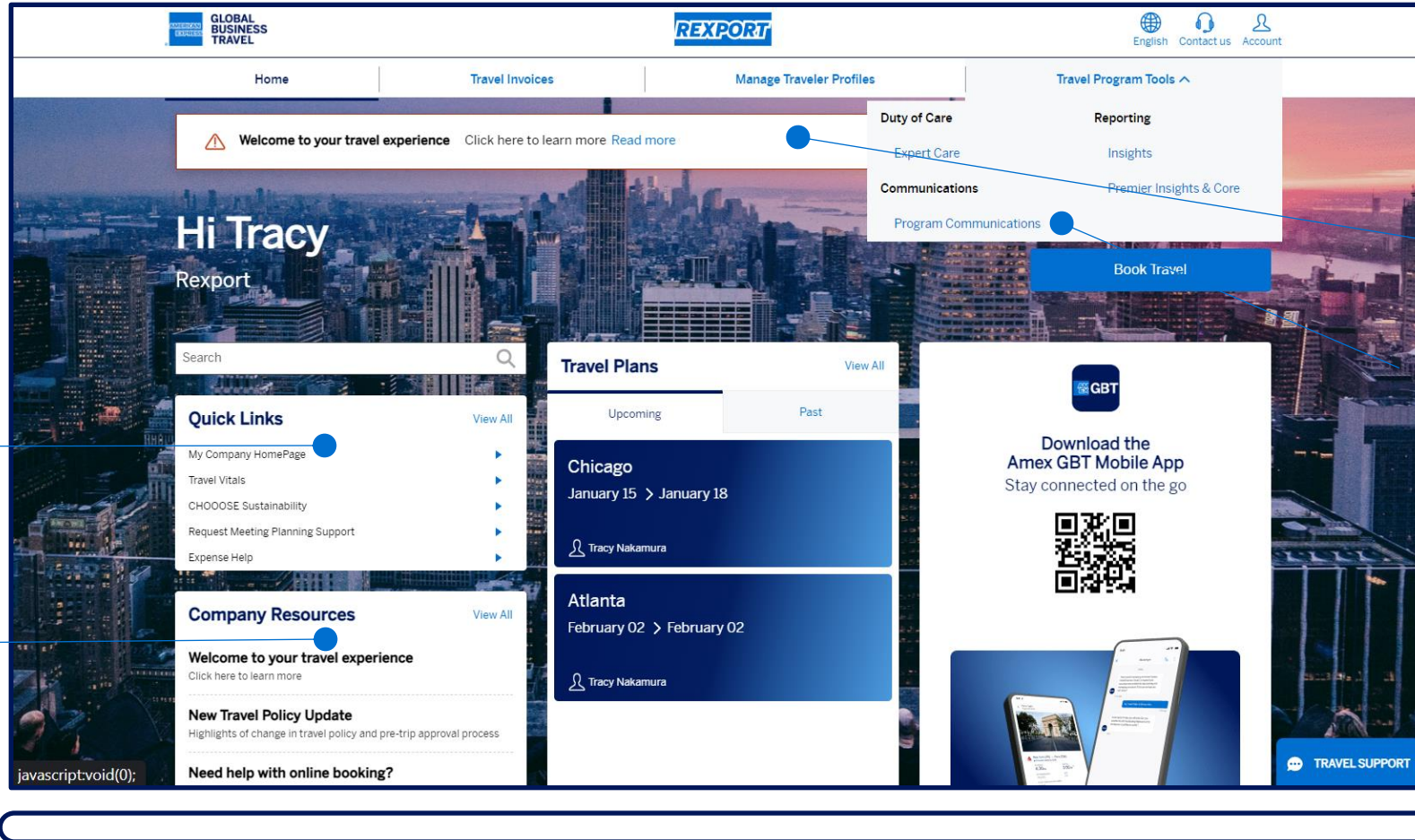


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# Overview of Options and Accessing Communications



## Quick Links

Access to important resources hosted outside of your portal

## Company Resources

Allows you to post or upload documents for traveler needs or inquiries

## Alerts

Allows you to inform your employees / travelers of urgent or important information directly on the home page

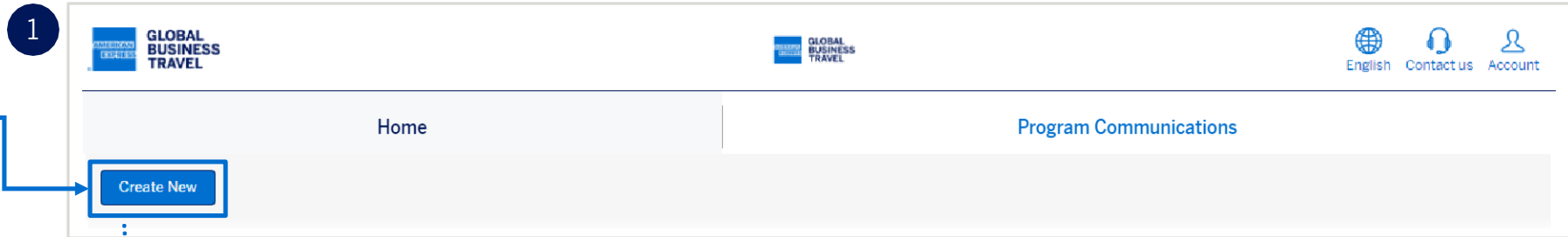
## Program Communications

Allows you to create/edit/update communications

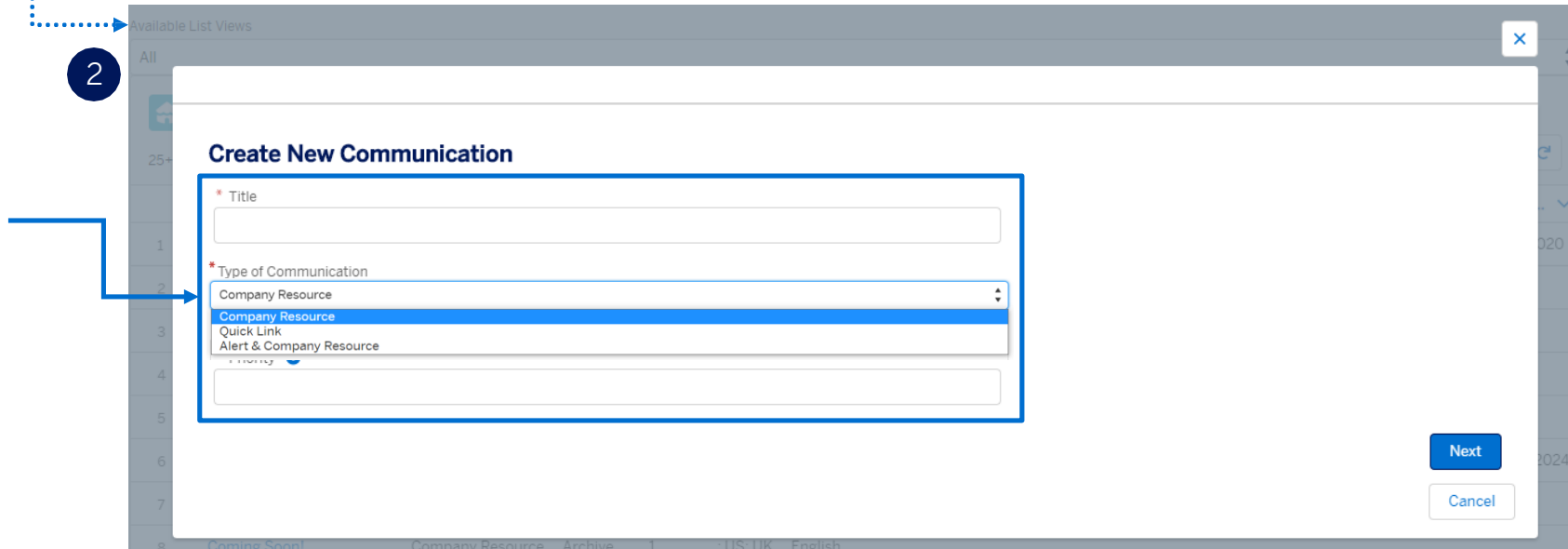
# Creating Communications

CREATING COMMUNICATIONS IS ACCESSED BY CLICKING ON PROGRAM COMMUNICATIONS (SEE PREVIOUS PAGE)

Selecting Create New is the first step to begin creating a communication



To Create New Communications, you must complete the field for the Title, select your Type of Communication and choose your communication Priority (refer to previous slides for explanation of Communication types).



# Publishing Communications

PUBLISHING COMMUNICATIONS IS ACCESSED BY SELECTING CREATE NEW

Company Resources or Alerts & Company Resources

Communication title is pulled in from your previous input and is only visible to you and other communication managers at your company. Choosing to check off 'Alert' when creating a Company Resource will result in a banner appearing at the top of the homepage. Alternatively, choose to create an Alert & Company Resource simultaneously (see previous slide).

Title is pulled in from your previous input. This one is traveler facing and can be different than the Communication Title.

## Quick Link

**Version Selected**  
Draft | Version 1

Publish Edit as Draft Delete & Archive Preview

**Details**

Title Quick Links

URL

Save

Back to Communications

**Communication Details**

Communication Title Comms - How To Page

Communication Type Company resource

Status Draft

Priority 13

Alert

Expiry Date

Create New Translation

**Translation Selected**  
DEFAULT English

**Version Selected**  
Draft | Version 1

Publish Edit as Draft Delete & Archive Preview

**Countries Selected**

Country

UK

US

**Details**

Title Comms - How To Page

Summary

Body

Save

INFO: You can only upload these file types: doc, docx, pdf, ppt, pptx, xls, xlsx, csv.

Don't forget to select the **Country** you want communications visible in and to Publish.

\*For all communications you will be automatically prompted to create the EN translation. This is important because EN is used as the default for traveler where translations are not available in their preferred language.





# Managing Communications

MANAGING COMMUNICATIONS ALLOWS YOU TO EDIT AND UPDATE EXISTING COMMUNICATIONS

1

Use Search to find the communication title you are looking to edit. You can also choose to sort by the following: Communication Title, Communication Type, Status, Priority, or Expiry Date.

2

Once you find the communication you want to manage, select it.

Mixed status occurs when other versions (languages) have not been published yet for a given communication.

	Communication Title ↑	Communication Type	Status	Priority	Countries	Languages	Expiry Date
1	11sep2020test_new	Company Resource	Archive	900	UK; US	English	9/12/2020
2	23	Company Resource	Draft	1		English	
3	Air, Hotel & Ground Policy	Company Resource	Published	1	UK; US;	English	
4	Alan test	Company Resource	Archive	1		English	
5	alert test	Company Resource	Archive	1		English	
6	are squares square?	Company Resource	Published	1	UK; US	English; Italian - Italiano; Norwegian - Norsk	11/29/2024
7	AWEDF	Company Resource	Mixed	1		English	
8	Coming Soon!	Company Resource	Archive	1	; US; UK	English	



# Managing Communications II – Adding and Managing Translations

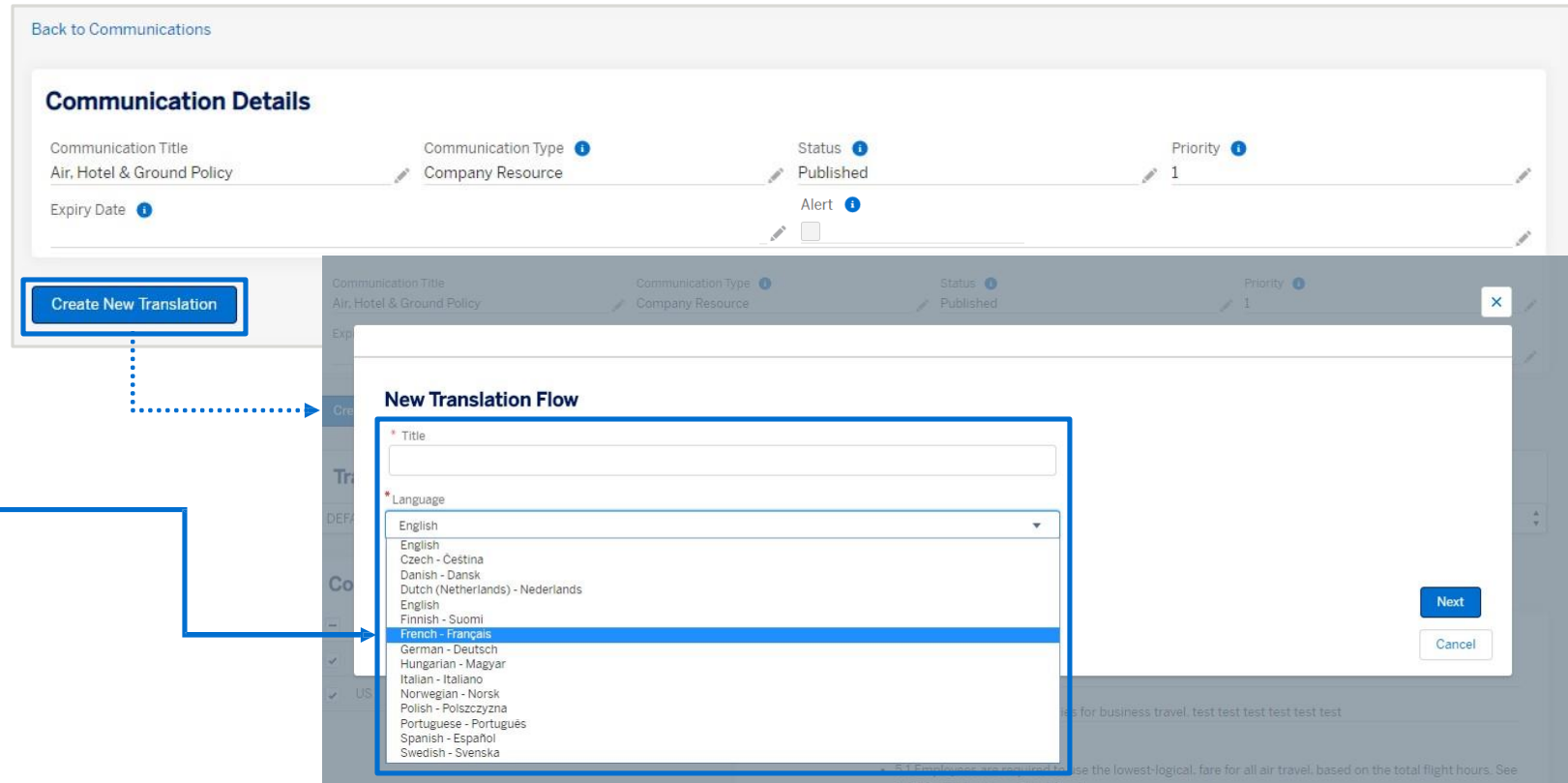
MANAGING COMMUNICATIONS ALLOWS YOU TO EDIT AND UPDATE EXISTING COMMUNICATIONS

After selecting the communication you want to manage, you will be directed to the communication editor.

3

To add translations, select Create New Translation.

Next you must complete the field for the Title (be sure to have the title translated to the language you select), and select the Language for your communication.



# Managing Communications III – Editing

## MANAGING COMMUNICATIONS ALLOWS YOU TO EDIT AND UPDATE EXISTING COMMUNICATIONS

3 After selecting the communication you want to manage, you will be directed to the communication editor.

4 If you are making an edit for a specific translation, make sure to select that translation first.

5 Edit as Draft (a) allows you to make edits and updates to a communication. Once an edit is complete, make sure to Save (b) and then select Publish (c), this will update the communication.

The screenshot shows the communication editor interface. At the top left, there is a button labeled "Create New Translation". Below it, the "Translation Selected" dropdown menu is set to "DEFAULT English". To the right, the "Version Selected" dropdown shows "Draft | Version 4". A row of action buttons includes "Publish", "Edit as Draft" (circled in red with 'a'), "Delete & Archive", and "Preview". Below these is the "Countries Selected" section with checkboxes for "Country", "UK", and "US" (checked). The "Details" section contains a "Title" field with "Air, Hotel & Ground Policy [2020]", a "Summary" field with "Latest air, hotel and ground policies for business travel. test", and a "Body" field with a rich text editor. The rich text editor shows a heading "Air Travel" followed by a bulleted list of policy details. At the bottom right, a "Save" button is circled in red with 'b'. A "Publish" button is circled in red with 'c'. Blue arrows point from the text instructions to these specific UI elements.





# Managing Communications IV – Expire, Delete & Archive

## MANAGING COMMUNICATIONS ALLOWS YOU TO EDIT AND UPDATE EXISTING COMMUNICATIONS

3 After selecting the communication you want to manage, you will be directed to the communication editor.

Expiry Date allows you to automatically delete and archive communications based on the date you input.

Delete & Archive allows you to delete and archive a communication. You can Delete & Archive each translation, once you select this option the document status will change from Published to Archived for that given translation.

You can always go back and republish archived communications.

The screenshot displays the 'Communication Details' editor. At the top, there are fields for 'Communication Title', 'Communication Type' (set to 'Company Resource'), 'Status' (set to 'Mixed'), and 'Priority' (set to '1'). An 'Alert' checkbox is checked. A 'Save' button is visible. Below these fields is a calendar widget for 'April 2022' with a date picker set to the 21st. A 'Create New Translation' button is located below the calendar. A 'Translation Selected' dropdown is set to 'DEFAULT English'. Below this, there are two panels showing the state of a translation. The top panel shows 'Translation Selected' as 'French - Français', 'Version Selected' as 'Published | Version 2', and a 'Delete & Archive' button highlighted with a red box. The bottom panel shows the same translation, but the 'Version Selected' is now 'Archive | Version 2'. A red dashed line connects the 'Delete & Archive' button in the top panel to the 'Archive | Version 2' state in the bottom panel. A home icon is located in the bottom right corner of the interface.

# Quick Links Guidelines

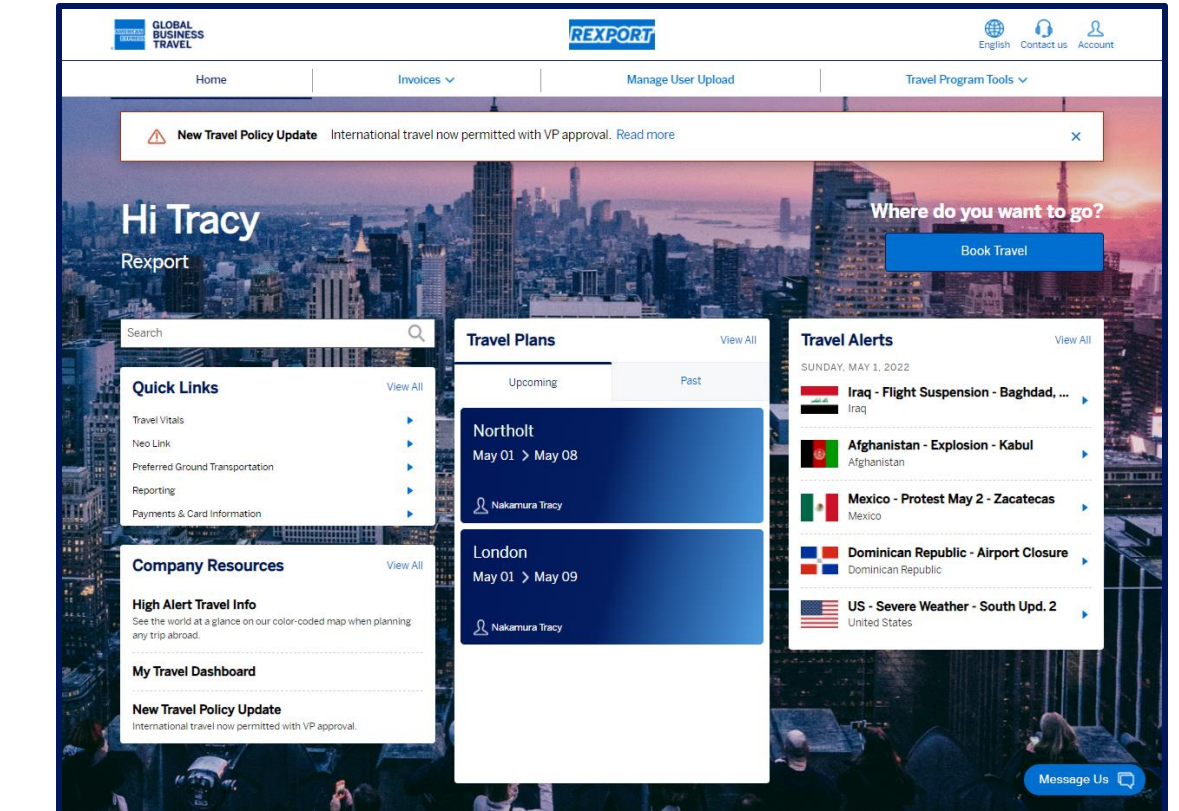
## EASY ACCESS TO IMPORTANT LINKS

### Quick Links

- A central collection point for travel-program-related URLs
- Top 5 will be featured on landing page, with others accessible via “View All” or via “Search”
- Links can be targeted by country / language
- See Communications Guide for details on how to configure

### Suggested Quick Links to include:

- Key travel planning tools:
  - Visa / passport services
- T&E-related links such as expense and corp. card
- Other policy/process links:
  - Meeting request form
  - Internal travel-related discussion board/blog



# Company Resources Guidelines

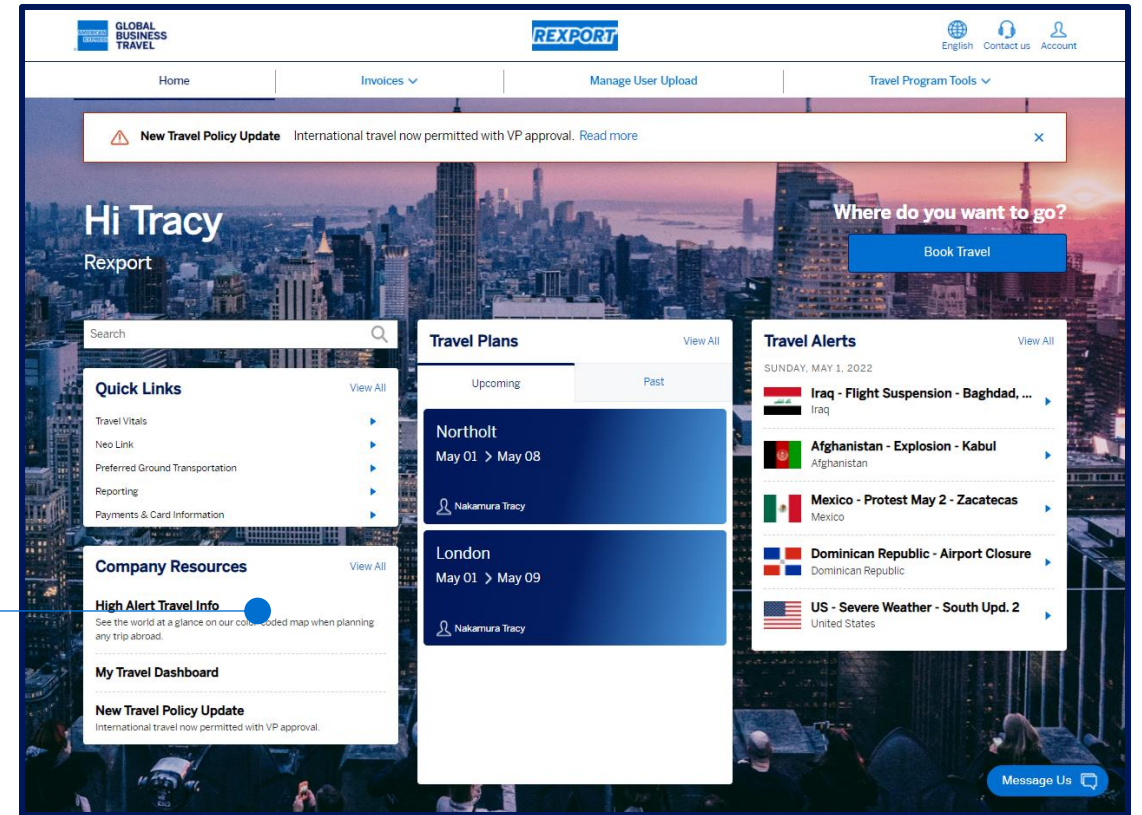
## A HUB FOR TRAVEL PROGRAM RELATED COMMUNICATIONS

### Company Resources:

- Top 3 will be featured on landing page, with others accessible via “View All” or via “Search”
- Landing page can feature both document name and a brief description
- Multiple versions can be uploaded to target individual countries / languages
- Traveler search will look through all words in titles and body of company resources so include key words to optimize search results

### Company Resources should include:

- Travel policy
- Meeting and events policy
- T&E reporting policy
- List of Company locations
  - Include preferred airport, ground transport, other travel-related info
  - If appropriate, include security-related and other access instructions
- Overview of preferred supplier program
  - Intro should explain reason for establishing and supporting program
  - Include list of major preferred suppliers
- Traveler “tips” – other information for travelers





# Alerts Guidelines

## HIGHLIGHTING KEY COMMUNICATIONS

### Alerts:

- Messages that merit “top-of-page” highlighting
- Can be defined with an expiration date
- Display to each user only until they dismiss the alert
- Can be targeted by country / language
- Automatically added to “Company Resources”
- See Communications Guide for details on how to configure

### Alerts should be used for:

- Essential messages that all travelers need to see on a timely basis
- Announcements of significant policy or process changes
- Posting of time-sensitive notifications relating to travel to significant destinations (e.g. HQ or other major office locations)
- Promoting training sessions or other travel-related internal events

All other messages are better communicated via Quick Links / Company Resources

The screenshot displays the AMEX GBT Select user interface. At the top, there is a navigation bar with the 'GLOBAL BUSINESS TRAVEL' logo, 'REXPORT' branding, and user options like 'English', 'Contact us', and 'Account'. Below the navigation bar, a 'New Travel Policy Update' alert is prominently displayed at the top of the page, stating 'International travel now permitted with VP approval. Read more'. The main content area features a 'Hi Tracy' greeting and a 'Where do you want to go?' prompt with a 'Book Travel' button. A 'Travel Alerts' section is visible, listing several international travel suspensions and warnings, including 'Iraq - Flight Suspension - Baghdad, ...', 'Afghanistan - Explosion - Kabul', 'Mexico - Protest May 2 - Zacatecas', 'Dominican Republic - Airport Closure', and 'US - Severe Weather - South Upd. 2'. Other sections include 'Quick Links', 'Company Resources', and 'Travel Plans'.

# Best Practices

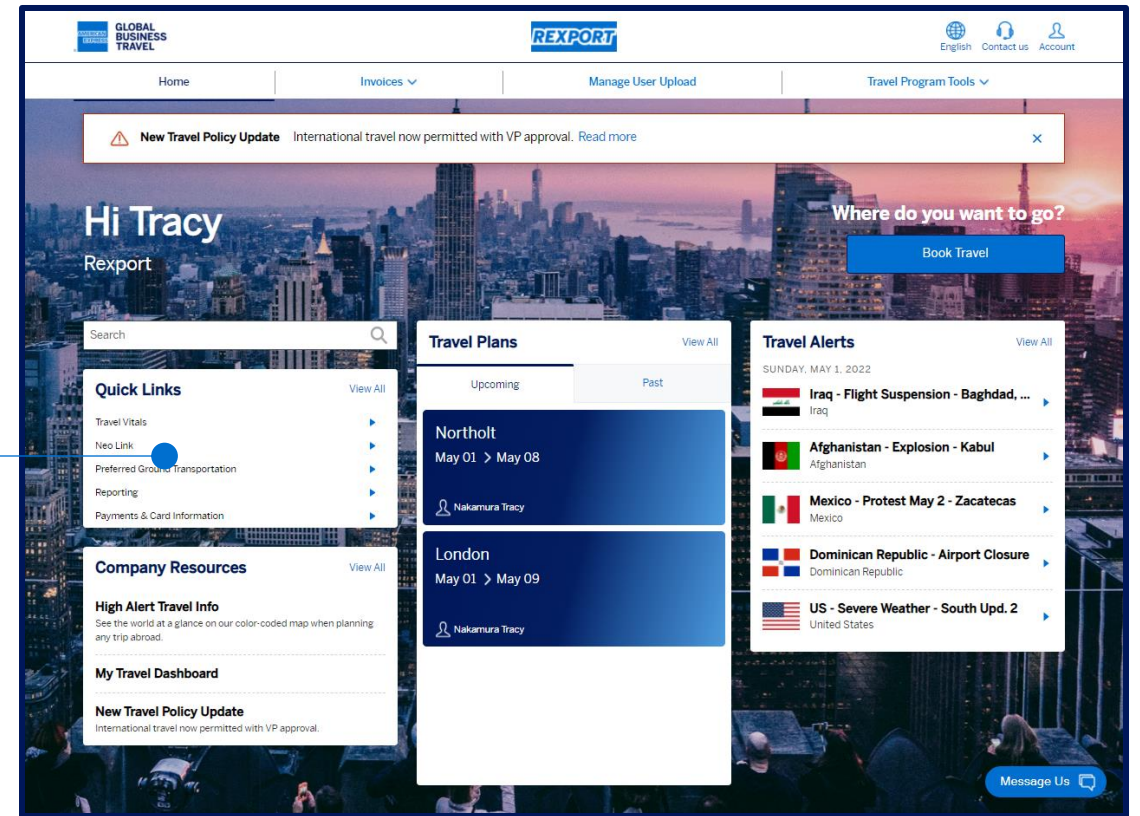


# Quick Links – Best Practices

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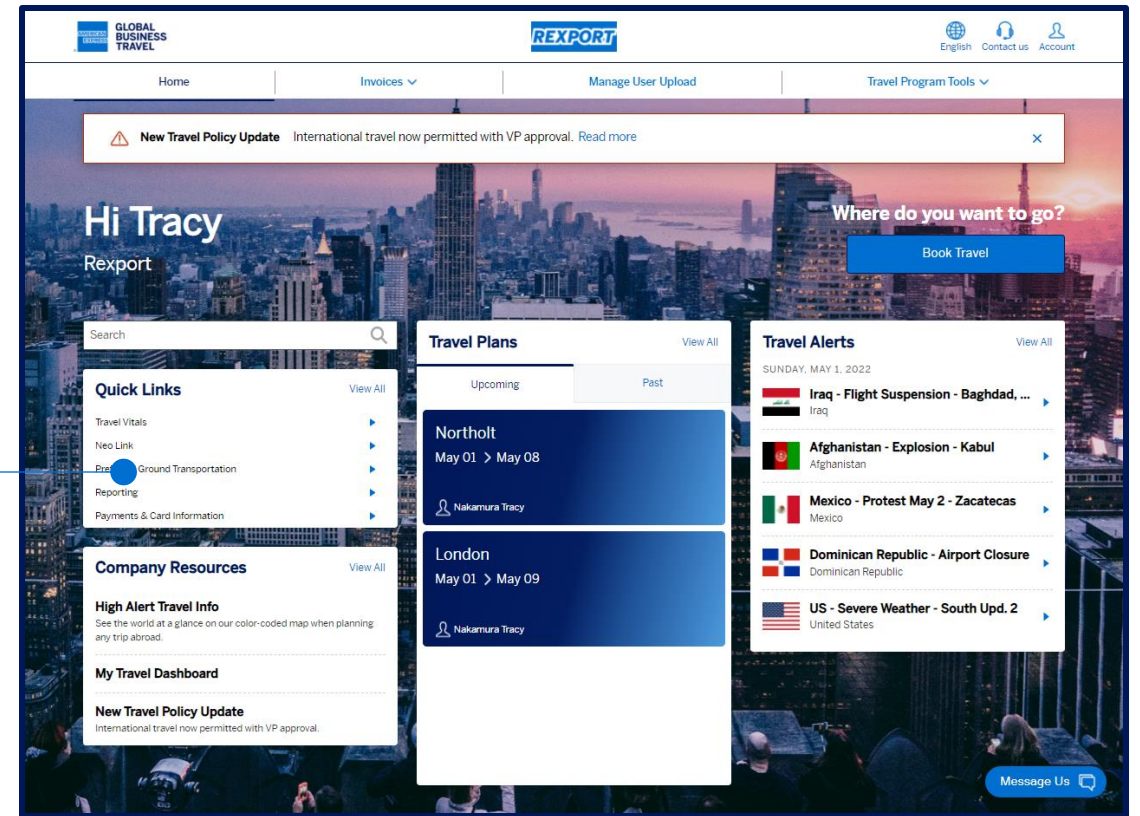


# Quick Links – Best Practices

## EASY ACCESS TO IMPORTANT LINKS

### Quick Links should include:

- Key travel planning tools:
  - Visa / passport services
  - Traveler tips – link to GBT’s Atlas articles
- T&E-related links
  - Login to expense system
  - Corp. credit card info
- Other policy/process links:
  - Meeting request form
  - Traveler feedback form
  - Internal travel-related discussion board/blog

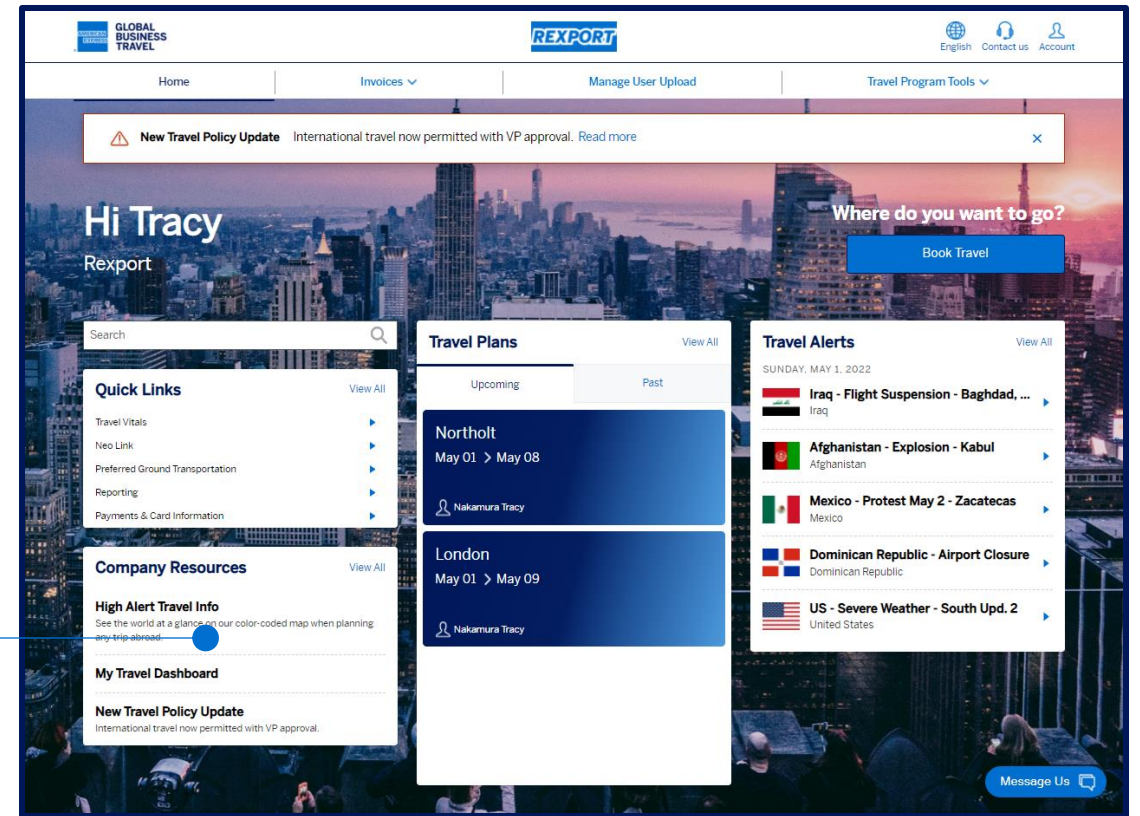


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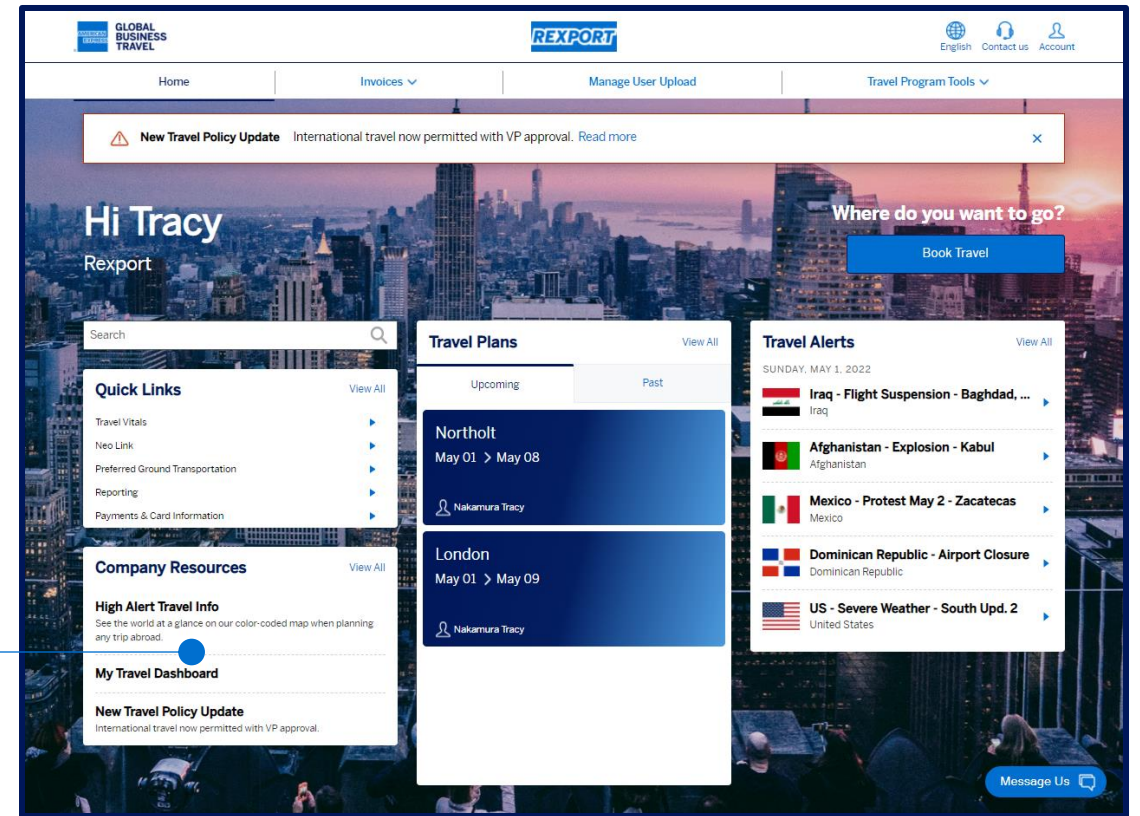


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The screenshot displays the REXPORT user interface for a user named Tracy. At the top, there is a navigation bar with 'Home', 'Invoices', 'Manage User Upload', and 'Travel Program Tools'. A prominent alert banner at the top reads 'New Travel Policy Update: International travel now permitted with VP approval. Read more'. Below this, the user is greeted with 'Hi Tracy, Rexport' and a 'Book Travel' button. The main content area is divided into several sections: 'Quick Links' (Travel Vitals, Neo Link, Preferred Ground Transportation, Reporting, Payments & Card Information), 'Company Resources' (High Alert Travel Info, My Travel Dashboard, New Travel Policy Update), 'Travel Plans' (Upcoming: Northolt May 01 > May 08, London May 01 > May 09), and 'Travel Alerts' (Iraq - Flight Suspension - Baghdad, Afghanistan - Explosion - Kabul, Mexico - Protest May 2 - Zacatecas, Dominican Republic - Airport Closure, US - Severe Weather - South Upd. 2). A 'Message Us' button is located in the bottom right corner.

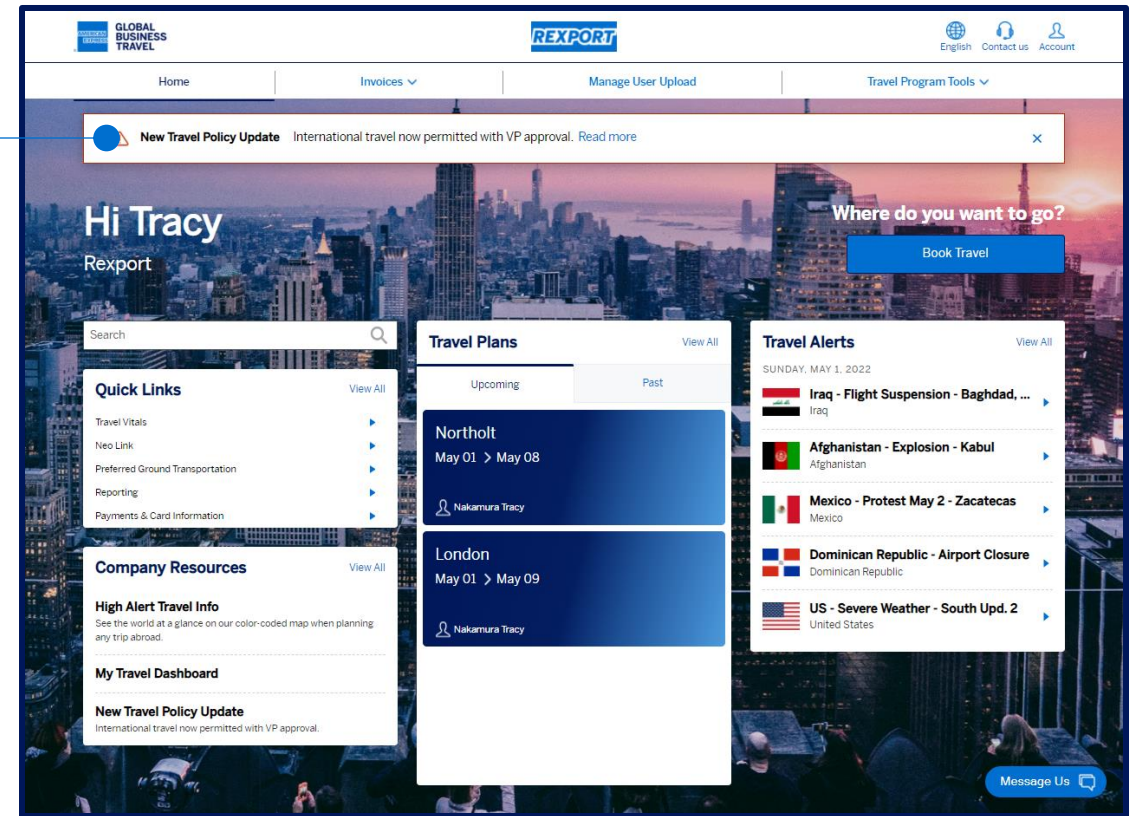
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# Thank you



# Version History

Version	Update Summary	Date
1.0	Combined communications manager user guide with guidelines on what to communicate	June 21, 2022
2.0	Combine communications manager user guide with best practices	November 30, 2023
3.0	Remove Travel Vitals	March 21, 2024