

Michigan BTA December 3, 2015 – Holiday Meeting – Educational Topic
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TRAVEL TECHNOLOGY MATURITY INDEX

IDENTIFY YOUR TRAVEL PROGRAM'S TECHNOLOGY STRENGTHS AND GAPS

Evaluate your use of travel-related technology against a set of best-practice standards with the new Travel Technology Maturity Index. Take this assessment and identify opportunities to make smarter use of technology in the context of your organization's needs and goals.

HOW DOES IT WORK?

The web-based assessment surveys your program's tech progress across six categories.



HOW IS MY PROGRAM MEASURED?

Based on your responses, your program's level of tech maturity is measured against best practices and your peers, both overall and per category. You will also receive insights to strengthen your program.

Level 1: Passive

Little or no technology deployed relating to topic

Level 2: Engaged

A plan is being developed to deploy technology to topic

Level 3: Proactive

The plan is being executed and the appropriate technology is being leveraged to some degree

Level 4: Managed

Appropriate technology has been deployed and is being managed effectively in significant portions of the org

Level 5: Strategic

Technology is appropriately used, effectively managed and continuous improvement is based on ongoing feedback

IMPROVE YOUR TRAVEL TECHNOLOGY TODAY.

Go to the **Benchmarking Tool** section of the **GBTA Foundation** site to take the assessment.