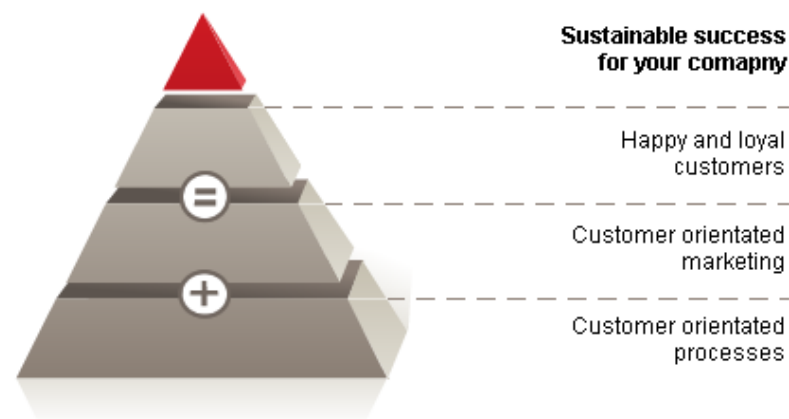


Are you keeping your customer in focus?

Then you will be aware of the simple but powerful formula:



Companies that focus their marketing and processes to the needs of their customers have highly satisfied customers, a regular flow of new business, and can celebrate sustainable economic success.

edeuco – eva deussen consulting helps you keep your customers in focus, take a leap forward – and even save costs. Try edeuco - eva deussen consulting and see: the results will please you as well as your customers!

This is edeuco:

1. Services: **Consulting and project management** for tourism and transport
2. Core business: **Marketing strategy, processes and intermodality**
3. Your benefits: **pragmatic, experienced, dedicated**

Customers about edeuco

This is what customers say about **edeuco**:

Thank you for this helpful and professional Mystery Check! We have received many new suggestions and ideas for improvements which we will continue to work on now. This investment was worth it!

Reiner Heun, Managing Director, HEIDE SPA Hotel & Resort, Bad Döben, Germany

Discussions about corporate design are often emotional. With her expert professional and simultaneously eloquent, friendly manner, Eva Groeneveld-Deussen superbly managed to integrate everyone involved. Thank you for the valuable recommendations and the constructive collaboration!

Thomas Borst, Director, Hotel im Sachsenpark, Leipzig, Germany

I was especially impressed by the problem-solving competence as well as the pragmatic but deliberate work style by Eva Groeneveld-Deussen. The results are both creative and doable, in addition to being well-considered from A to Z. What also helped us very much was to discuss our challenges with Eva Groeneveld-Deussen as an experienced marketing expert, to structure them and develop approaches to solutions. Because of her uncomplicated and partnership-based style, working with her is always a pleasure for me.

Martina Kronenberg, Associate Director Marketing Communications, Lufthansa AirPlus Servicekarten GmbH, Neu-Isenburg, Germany

The specialised knowledge and practical experiences of Eva Groeneveld-Deussen about the intermodality and business processes in air and rail travel were particularly useful to us. She also managed to integrate the involved companies with their different strategic interests magnificently. My warmest thanks for the very good and very productive collaboration

Fakiner, Representative for Intermodality, Fraport AG, Frankfurt on the Main, Germany



Tourism and transport consulting

established, determined, knowledgeable

You would like to keep your transport or tourism company **completely focused on your customers** and control **your costs** at the same time? **edeuco** will support you in this process with its trade and industry knowledge and will be dedicated to your task.

This is what you can do with the transport and tourism consulting by **edeuco**:

- develop **ideas**,
- **analyse** your current situation in a pragmatic and substantiated manner,
- develop customised, doable, concrete **solutions**,
- implement **concepts, products and services**,
- **evaluate** all steps.

Components of the tourism and transport consulting by **edeuco**:



You can order either the entire chain or individual components.

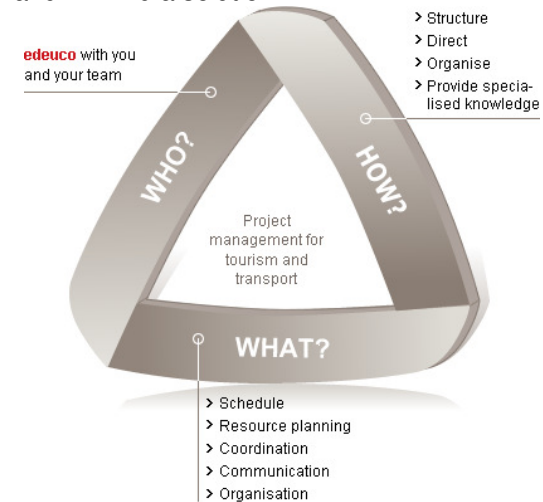
Project management for tourism and transport

Structured, tightly organised, human – even in crisis situations

Would you like to introduce new products or processes? Of course this should work quickly, function economically, and deliver a certain quality. How would it be if you **outsourced the project management**? That way you could save internal resources and avoid target conflicts.

edeuco organises your tourism or transport project in a targeted and economical manner, working with you and your employees. Your service, schedule and cost specifications are the supreme imperative here. **edeuco** also provides high social competence, dedicated commitment, functional skills and experience in **project management for tourism and transport**.

And when things do not go to plan? **edeuco** treats **crisis situations** with professionalism and will find a solution.



Transport and tourism marketing

Are you keeping an eye on your customers?

How is your market changing? What are your customers looking for today? What will they demand tomorrow?

If you would like your company to remain successful on the market and grow, you will have to keep an **eye on your customers** and bind them for the long-term. Because that is how you can save costs and bring your company a big step forward!

edeuco consults you about tourism and transport marketing and gives momentum to your customer relations – with a view into the future and in ongoing business.

Tourism and transport marketing with a view to the future:

- Strategy and concept
- Market research
- Positioning
- Organisation
- Controlling
- Benchmarking

Tourism and transport marketing in ongoing business:

- Binding customers
- Develop and design products
- Corporate Design
- Advertising and public relations
- Transport support
- Trade fairs and events
- Distribution
- Cooperations
- Mystery Checks
- Mobile Services

Business processes in tourism and transport

Is everything in your company running like clockwork?

Are you looking for **happy and loyal customers**? Then you also have to focus your business processes towards your customers! The **success of your company** in the tourism and transport business also greatly depends on this.

Using your services should be easy and convenient for your customers, even if the internal business processes in transport and tourism are extremely complex. Your employees with direct customer contact have to **wholeheartedly stand behind customer orientation**. - And at the same time you would also like to reduce costs...

Too much at once? No! Let us coordinate these goals together and decisively

- uncover **inefficient and unclear steps in need of improvement in your business processes**,
- improve your business processes in such a way that they become economical, customer-oriented and error-proof,
- **develop business process for new transport and tourism offers**,
- summarise business processes clearly and comprehensibly in a process handbook,
- coordinate business processes between different markets and products.

Your customers will appreciate the difference!



Intermodality

moving seamlessly on rail and road, in the water and in the air

Traveling should be convenient, **quick, simple and inexpensive**. Is it possible to have this if the travellers have to switch between different means of transport? Yes: **Intermodality** makes it possible, for example through:

- rail and flight schedules that are coordinated with each other,
- punctual connections,
- off-airport check-in,
- consistent luggage handling and ticketing,
- information that spans all means of transportation,
- consistent rain protection and various other conveniences.

Intermodality is a **win-win situation** for airlines, bus and rail companies, airport operators, tour operators and sea ports: They become more attractive to their customers and can split the costs of a shared offer. However, getting there is not so simple - and therefore a good "tour guide" such as **edeuco** is worth a lot.

edeuco is your contact point for all questions **about intermodality**:

- Analysis of the situation and potential,
- Calculation of the cost-efficiency of intermodal offers,
- Development of new or improvement of existing intermodal offers,
- Marketing concepts for intermodal offers,
- Contract development between the seamless travel partners,
- Ongoing support and evaluation of intermodality projects.

edeuco seamlessly combines **specialised knowledge** and **practical experience** along the entire travel chain and will develop consistent overall concepts for intermodal solutions with you. Together, with **stirring energy** and **winning dedication**, we will get cooperation partners on board (or into other means of transportation).

How can **edeuco** help you to design successful intermodality and get your customers excited about it?

- **"Mystery Check"** at the airport, train station, sea port or bus station: How intermodal are you really? (Arrival with bus/train/car/parking, direction system, ticket sales, customer communication)
- **Marketing and distribution strategy** for intermodal products
- **Off-airport check-in**, for example at train stations
- Moderation of discussions and negotiations between transport carriers and industry
- **Core subjects of intermodality**: luggage handling, communication and information, ticketing, mobile services



Your benefits: edeuco ...

- ... is your professional **partner for marketing, processes and intermodality** with a large **network** in the international tourism and transport industry.
- ... knows its way around your industry: thanks to **20 years** of experience, domestic and international.
- ... develops customised, theoretically established, creative, and immediately realisable **strategies** with you.
- ... turns your **employees** into allies.
- ... has **experience of managing teams**.
- ... is **independent** of third parties.
- ... can be used **flexibly** by you to achieve an extraordinarily good **price/performance ratio**.
- ... continues thinking and “collecting” for you even **between projects**.
- ... sees everything from the **perspective of your customers** – with your interests at heart.
- ... thinks **from A to Z** in a structured and systematic way.
- ... is **well organised** even on chaotic workdays.
- ... is always on the ball **for you and your customers**.
- ... frequently **travels** through the world intermodally **itself**.
- ... loves **convenience** and **efficient processes**.
- ... is pure **energy** and **zest for action**.
- ... is always **Eva Groeneveld-Deussen**.

edeuco's customers

Companies and organisations in the tourism and transport industry are turning to **edeuco**:

- Airport companies
- Airlines
- Tour operators
- Railway companies
- Local transport companies
- Rental car companies
- Travel agencies
- Exhibition corporation
- Tourism associations and organisations
- Hotel industry
- Industry associations
- Consultancies

edeuco and partners

edeuco is not only engaged for individual projects, but often works together with tried and tested partners — if additional expert knowledge is requested or the project volume demands it.

Partners supplement **edeuco's** service for example by

- market research,
- technology/IT
- change management,
- simulation of processes in ARIS,
- advertising.



Reference projects

edeuco's activities are diverse. Here you can find a few examples of past projects to provide a flavour of **edeuco**'s work. The customers ranged from airports and tour operators, international railway companies and providers of business travel management to business hotels and spa resorts.

Air traffic

Marketing consulting (German airport)

Print media, trade shows and other means of distribution and communication – evaluation, prioritisation, selection

Marketing and distribution of “intermodality” (hub airport)

Basic strategy consultancy work
Product and process analysis of intermodal products “Rail – Fly” (booking methods, market analysis, workshops)

Intermodal directing system (hub airport)

Concept for labelling, display boards and manned information desks, customer-oriented signage elements; assets and gap analysis

Touristic services for mobile end devices (hub airport, traffic association)

Target group analysis, product development, process definition

Off-airport check-in facilities (German airports/train stations)

Market research; product development, introduction and control; business plan; business processes; marketing concept; contracts with cooperation partners

Systematic customer management (German airports)

Target group definition; process analysis and definition; key indicators; IT system selection; financing plan and schedule

Marketing strategy (German airports)

Analysis of the environment, market, and operation; strategic analysis; goals and diagnoses

Key account management (German airports)

Acquisition of international tour operators and airlines; contract development, negotiation and execution

Marketing concept (cargo broker)

Development and implementation; business plan

Corporate design (German airports)

Realignment of corporate design, corporate design manual, branding, corporate wear, print media, employee newsletter, trade show appearance

Market analyses (airlines, airports)

Low cost carriers; travel markets Asia, India, Arabic States; air passenger surveys



Railway

Workshop (railway transport company)

Marketing, distribution and processes for intermodal products

Management of intermodal products (railway company)

“Rail&Fly“, “Rail Inclusive Tours (RIT)“, “Rail&Car“ (strategy, means of pricing, communication and distribution, management of an international work group)

Intermodale Urlaubs- und Mobilitätskarte (Eisenbahnverk.-unternehmen)

Produktmanagement für „Ferienticket“ (Kooperationen mit Tourismusverbänden, Pricing-, Vertriebs- und Kommunikationsmaßnahmen)

Tourism

Project management of process reengineering (international tour operator)

Introduction and improvement of a new production platform (customer-oriented business and service processes along the touristic lifecycle, touristic process handbook, country-spanning process harmonisation and standardisation)

Marketing controlling (global distribution system)

Workshop for the definition of relevant key indicators and anchoring of the controlling processes in the company

Business Travel Management

Marketing and organisation concept (provider of business travel services)

Concept for the reorganisation of the marketing department

Customer loyalty programme (provider of business travel services)

Customer surveys, target group analysis, positioning, branding, product and service design, booking processes, processes between customers, call centres and providers

Hotel industry

Corporate design (business hotel)

Basic concept for the realignment of the corporate design

Mystery Check (wellness hotel)

Conception, execution, evaluation and documentation

Eventmanagement

Protocol (soccer world championship 2006)

Protocol and processes for the support of VIPs, employee trainings

Planning and execution of major events (touristic industry association, airport, railway)

Airport terminal and train station opening, supporting programme, VIP receptions, customer events

Start-up

Online marketing (media industry)

Website development (structure, text, positioning, branding)

Business processes (media industry)

Development and documentation of the business processes online and offline



Eva Groeneveld-Deussen

is a certified geographer (Diplom-Geografin) and founded **edeuco** - eva deussen consulting in 2004

Professional information:

- **edeuco** – eva deussen consulting, Leipzig/Germany
Founder and owner
- **Mitteldeutsche Airport Holding, Leipzig/Germany**
Member of the extended board, head of corporate marketing
- **Deutsche Bahn AG, Frankfurt am Main/Germany**
Product manager for cooperations with airline companies, tour operators and car rental companies
- **Other activities in tourism**
NUR-Travel Agency (Germany)
German National Tourist Board (Italy)
Ötztal Tourismus (Austria)
Hotel industry (France, Great Britain)
Tour guide (Spain, Italy, Germany)

Academic information:

- **Harz College, Wernigerode/Germany**
Lecturer tourism industry/tourism management, topic: "Mobility and transport carrier management – rail"

- **University of Trier/Germany**
University degree, tourism geography (business economics, geography and marketing; specialist subject: tourism and transport industry)

International information:

- **Experience and contacts**
Projects and business contacts in companies and organisations in the tourism and transport industry in countries such as Great Britain, France, Italy, USA, Singapore
- **Foreign languages**
 - English (business fluent)
 - French (very good)
 - Italian (very good)

Welcome to edeuco!

edeuco - eva deussen consulting
Eva Groeneveld-Deussen
Elsterstraße 36
D-04109 Leipzig

T +49-(0)341 – 14 99 14 60
F +49-(0)341 – 14 99 14 61
E eva.groeneveld@edeuco.de
W <http://www.edeuco.de>

