



Atlantic Pacific American Express

What Happens When Things Go Wrong?

APX's response to the civil unrest in Bangkok, November 2008.

How APX customers received precise and detailed information about their travellers within hours of civil unrest that ended up effecting travellers.

Introduction

At APX we understand that our clients have a duty to ensure the safety and security of their employees travelling on business.

With heightened safety and security concerns around the world, it is important to be able to track the movements of your employees.

In times of crisis it is crucial that companies know they have a stable and reliable partner who can provide timely and reliable information as well as worldwide support when things go wrong. During times of unrest a company's biggest concern becomes:

- what has happened so far?
- are my travellers affected by what is happening?
- where can I get accurate and up to date information to provide to employees and the families of those affected?

The Situation

The civil unrest in Bangkok required quick and concise action by our APX team to ensure that our clients were kept informed.

On Tuesday 25th November 2008, anti-government protesters blocked the main road to Bangkok's international airport.

The following morning, protesters took control of the nearby domestic airport. Incoming flights were diverted to airports within Thailand and neighbouring countries.

APX Takes Action

As news of the demonstrations in Thailand reached the airwaves, our operations teams across the country triggered a data search and information retrieval process to provide information on which companies had travellers currently in Thailand or travelling there on business in the immediate future.

We identified two clients who had employees travelling through Bangkok, both were contacted and their travel plans rerouted free of charge.

We also identified a group of travellers all going to Thailand from the same company but with the unique situation of wanting to get into the country rather than avoid it. APX were able to rebook their travel via Phuket, and a bus was organised to allow the group to reach their destination.

The companies concerned were impressed at the speed with which information had been accessed and communicated.

All offices also conducted a review of our files and future booking requests to ensure any clients that were planning to travel through Bangkok were updated on the situation and offered alternatives.



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APX's Response to the Civil Unrest in Bangkok

Global news feeds were picked up by the 24 hour Crisis Alert and Logistics Management (CALM) team at our global partner American Express Business Travel. The CALM team also provided regular updates to the APX consultant team. Security advisories International SOS also sent up to the minute commentary and travel advice for travellers heading to Thailand.

Armed with this information on hand, APX sent out regular "APX Bulletin" updates to all key contacts including the latest travel advice. Those travel advices included:

- The first update was sent at Midday on Friday 28th November 2008 and provided assurance to all of our clients that reports had been run and all relevant travellers had been contacted.
- The second update sent at 4:00pm Tuesday 2nd December 2008 provided further information on the situation and updates from the various airlines flying in to and out of Bangkok.
- The third update sent Midday on Thursday 4th December 2008 offered the latest travel advice from the New Zealand Ministry of Foreign Affairs and Trade.
- The final update sent on Monday 8th December 2008 outlined the latest travel advice from the safe travel New Zealand government website and also updated from International SOS and Thai airways

The Result

Our clients were empowered with precise and accurate information so that they were ideally positioned to fulfil their responsibilities by communicating information to managers and colleagues. This level of care can enable a strong sense of trust and confidence in their employers, especially for those whom travel has become a necessary part of the job.

"For companies these days, it is not enough to just be reactionary with the business travel needs for employees, having a trusted partner to manage such a crisis meant that all their travellers were able to be accounted for as soon as the incident occurred."
says APX CEO Andrew Dale

Summary

At Atlantic Pacific American Express the systems and processes are in place to provide advanced warning, up to date alerts and travel advice to companies and travellers regarding their travel plans.

In a world where political volatility, security and natural disasters have made business travel an increasingly hazardous and risky undertaking, companies rely on precise information and the ability to track a traveller's whereabouts. At APX we have the ability to provide fast and accurate information at times when the need for that information is at its greatest.

Atlantic Pacific American Express has a range of tools and systems in place as well as experienced consultants to provide rapid and well coordinated responses. We provide up to date communication to companies and travellers impacted by natural disasters and other crisis situations and have the capacity to assist both locally, regionally and globally.

