



Objections to using Topaz International for an Audit

We hear a lot of objections to measuring the performance of your travel program so that it can be best in the world. We thought we would address some of those objections:

“It takes our agency too long to document what you ask for and it completely disrupts their operations.” Topaz completed a study on the average time it takes an agent to document what we ask for and the average time per reservation was only 25 seconds.

“We don’t have employee complaints about our TMC online tool, so they must be doing their job.” Just because employees are happy with your TMC or online tool doesn’t mean they are being offered the lowest fares. We don’t just recommend auditing because you are having a specific problem or complaint with your travel program. We recommend auditing your agency as a responsible business practice to ensure accurate and ongoing performance measurement.

“We have a good relationship with our agency and telling them we are auditing them will make them mad.” Your agency should not have a problem with a company verifying they are doing their job. Would you not review your employees work because it would upset them? In fact, if your agency is doing their job they should welcome an audit with open arms and be excited for you to receive the results. If an agency does receive a low score they should be happy to have mistakes brought to their attention to improve for the future.

“Our agency scored a 97% six months ago, so why would be audit again anytime soon?” Just like you continually evaluate your employees and services whether they are doing well or not, you should always be evaluating your agency to make sure they are performing at their best. As we all know, the travel industry can change tremendously in 6 months.

“If our agency sends you more records than we agreed upon we can’t afford to pay for them.” We have no problem allowing you to set a maximum number of PNRs for us to audit. We will stop auditing at that point even if extra PNRs are sent to us by your agency.

“We use an online tool.” We audit those too, and just like a traditional travel agent, tools are not perfect.

“We have locations all over the world.” We audit locations all over the world, and have experience auditing in over 85 countries.

“We think our agency will use extra agents during the audit and focus on our account so we won’t get a true picture of how they perform when they are not being audited.” We offer blind and transparent audits which are options that allow us to audit without the agency knowing when.

“We can’t afford to audit 100% of our records.” If a full audit is not financially feasible we can offer sampling options.

“Audit is not real time.” Topaz asks for all records to be sent to us right after booking. We have a 2 hour turnaround time on domestic PNRs. International/global PNRs have a 24 hour turnaround time.