Opportunities

- Communicate a clear value proposition.
  
  **GLOBAL**
  
  **STAGE:** initial/visit

- Help people get the help they need.
  
  **STAGE:** initial/visit

- Support people in creating their own solutions.
  
  **STAGE:** initial/visit

- Make your customers into better, more savvy travelers.
  
  **STAGE:** initial/visit

- Engage in social media with explicit purposes.
  
  **STAGE:** initial/visit

- PLANNING, SHOPPING, BOOKING

  - Enable people to plan over time.
    
    **STAGE:** Planning, Shopping

  - Visualize the trip for planning and booking.
    
    **STAGE:** Planning, Shopping

  - Arm customers with information for making decisions.
    
    **STAGE:** Planning, Shopping

  - Connect planning, shopping, and booking on the web.
    
    **STAGE:** Planning, Shopping

  - Aggregate shipping with a reasonable timeline.
    
    **STAGE:** Booking

- POST-BOOKING, TRAVEL, POST-TRAVEL

  - Improve the paper ticket experience.
    
    **STAGE:** Post-Booking, Travel, Post-Travel

  - Accommodate planning and booking in Europe too.
    
    **STAGE:** Traveling

  - Proactively help people deal with change.
    
    **STAGE:** Post-Booking, Travel

  - Communicate status clearly at all times.
    
    **STAGE:** Post-Booking, Travel

- Experience Map for Rail Europe  |  August 2011