

Avoya Travel Announces the Launch of AMP

HOST AGENCY & CONSORTIA | AVOYA TRAVEL | ROBIN AMSTER | MAY 05, 2016



Photo courtesy of Avoya Travel

[Avoya Travel](#) announced the launch of AMP, a new agency marketing platform designed to help its network of independently-owned agencies boost their marketing and branding campaigns.

“This is about amplifying your marketing reach,” Avoya Vice President of Marketing Sam McCully told attendees at the host agency’s annual conference where he made the announcement. The conference, which drew more than 450 agents, was held this year at the Club Med Sandpiper Bay in Port Saint Lucie, Fla.

McCully said AMP will fill a space Avoya has mostly left to other host agencies but, he added, they don’t possess Avoya’s expertise with technology. AMP also will augment, but in no way displace, Avoya’s newly patented Live Leads program, which matches customer leads via internet, text, phone or mobile app with one of the host’s independent agencies based on that agency’s expertise and performance.



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“We will not stray from Live Leads which will continue as a staple of our business but with Avoya AMP you will have unlimited [marketing] potential,” said McCully. “AMP will help you elevate your brand. When we roll it out, it will be turnkey, and easy to set up and use.”

That roll out, to take place in the third quarter of this year, will be a trial test of the platform to run for a few months before a final version is introduced.

McCully called AMP a fully-integrated multi-channel program that no other host offers.

Its features include email marketing with high-impact content and eye-catching templates; social media campaigns; an on-demand print studio providing flyers, post cards, greeting cards and more, and storefront merchandizing where agents can order Avoya tee shirts and other Avoya-branded merchandise online.

All marketing and materials will be co-branded to the agency and personalized for its customers. AMP will be accessible through Avoya’s Agent Power operating system and will work across desktops, tablets and mobile devices.

The AMP trial will be free to agents but the ultimate cost has to be worked out, said Jeff Anderson, Avoya executive vice president. “We’re having that debate now,” said Anderson. “But this is not a cheap program. We don’t do cheap; cheap doesn’t get good results.”

Avoya Co-President Van Anderson said AMP will be “a quantum leap forward in technology.”

He said the host had provided its agencies with marketing support, in addition to its Live Leads program, “but it wasn’t world class and when we do something, we want to be the best.”

