



# Communication examples

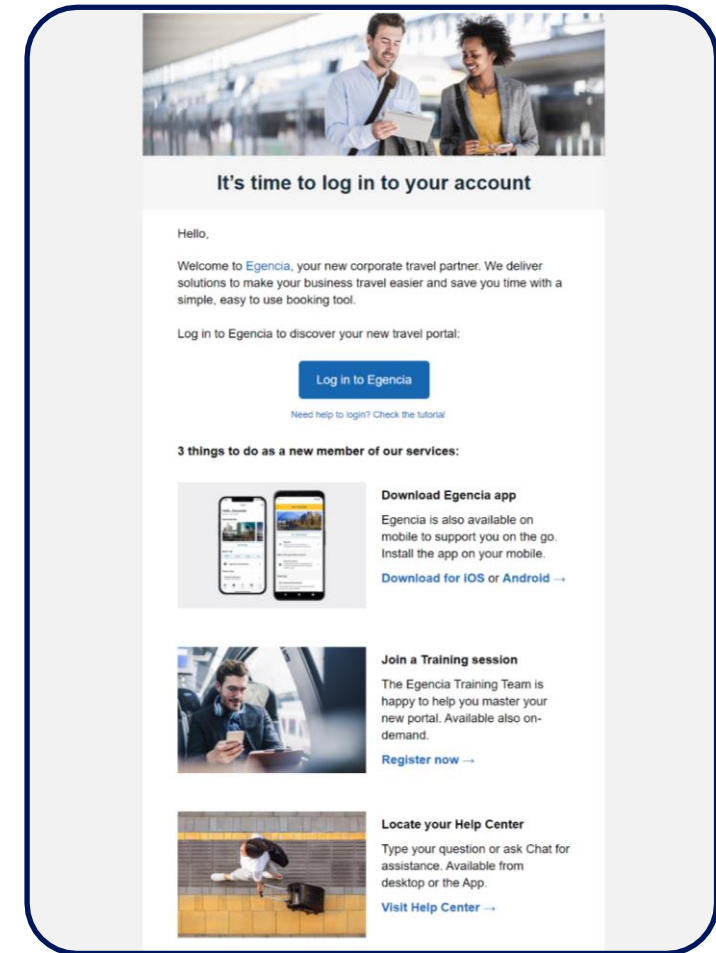


# Onboarding welcome journeys

Welcome Journeys are personalized email series sent automatically by Amex GBT Egencia (Egencia™) after Launch to **onboard travel managers, travelers and arrangers of new customers.**

These journeys gather educational content to help manage travel requirements or the company's program on Egencia.

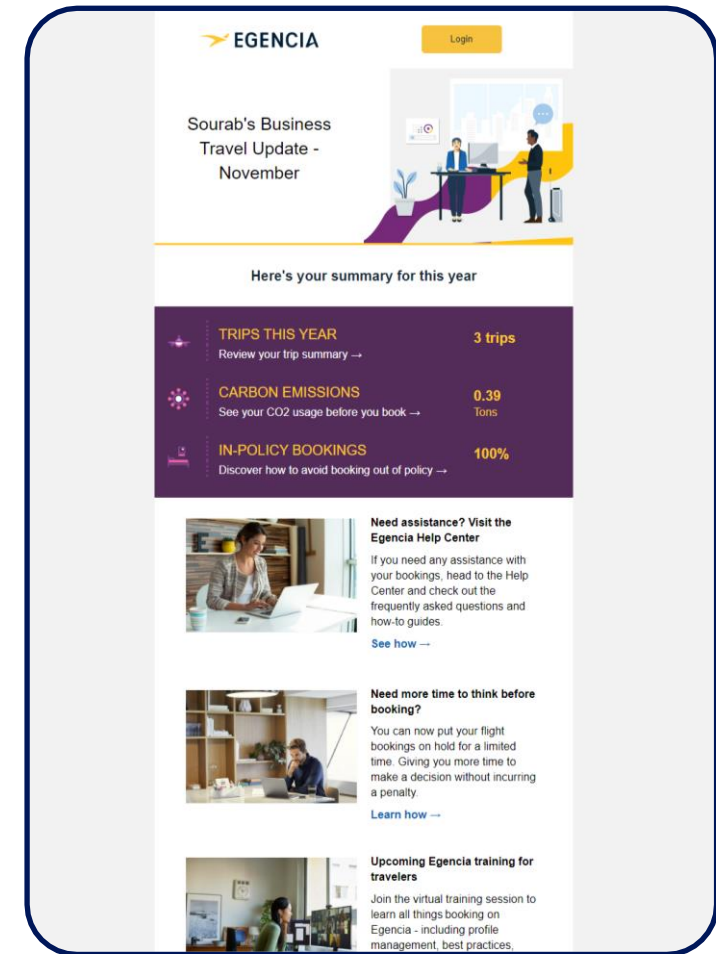
[View example email communications](#)



# Product updates & program adoption

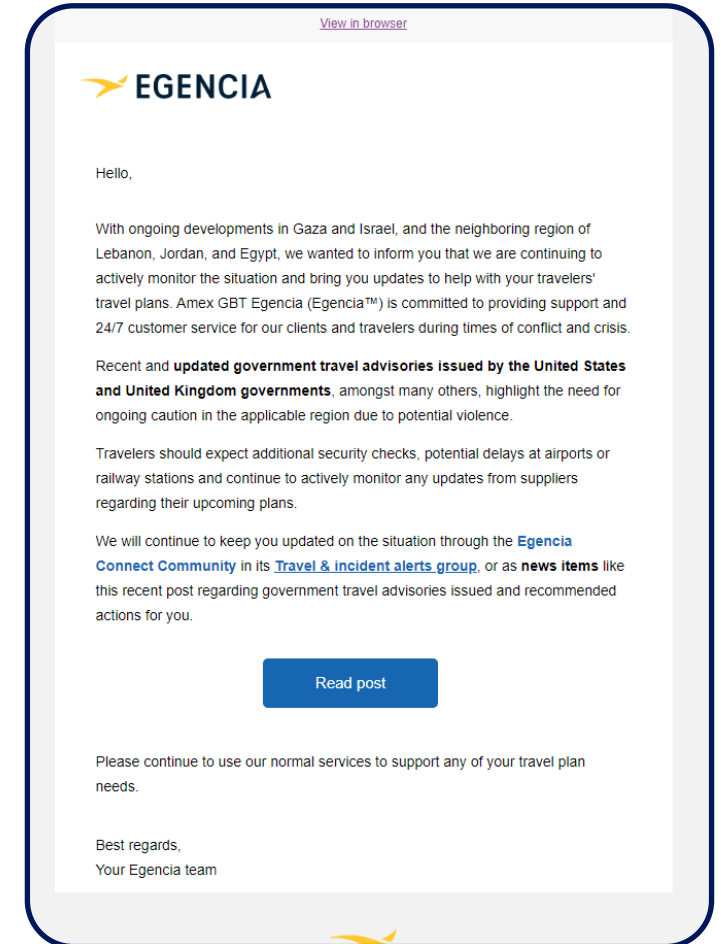
These emails inform travel managers and their users of **updates made to their booking tool or educate them** to help improve their booking experience or manage the program effectively.

They are sent in the form of a **monthly business travel statement**.



# Travel alerts

Exceptional emails to inform travel managers and users of **important incidents** that may impact their trip individually or company wide, such as state travel advisories.



# Special offers

These are **offers** we bring to travel managers, travelers and arrangers from our hotels, airlines, or ground transport partners.

They are personalized depending on the booking behavior, thus helping them achieve **greater benefits** from their travel program.