

[REPORT] HBX Group's Journey Toward Excellence

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As global travel adapts to economic changes, evolving consumer preferences, and technological advancements, HBX Group is ready to embrace the evolution as a leading force in the industry. Unwavering in its pursuit of excellence, the Group remains committed to mutual growth and addressing the emerging needs of today's partners and consumers.

"This evolution is grounded in our commitment to adaptability, resilience, and innovation as we face the future head-on."

Nicolas Huss, HBX Group CEO

This report, created by HBX Group in collaboration with [Skift](#), outlines our vision for fostering innovation, transparency, and sustained growth by implementing resilient structures, empowering the workforce, and enhancing customer experiences.

Key insights from this special report include:

- Lessons from HBX Group's rebranding and the launch of our Centres of Excellence,
- The crucial role of HBX Group's Executive Committee in driving innovation in technology, data, and product development,
- A customer-centric three-year roadmap focused on creating personalised and frictionless travel solutions,
- Details on a newly-engineered tech stack, designed to reduce operational silos and enhance booking processes,
- A commitment to employee engagement, fostering a culture of shared ownership and accountability,
- An overview of HBX Group's ecosystem approach, emphasizing strategic partnerships and collaborative growth initiatives across the industry.

[Read the report by clicking here.](#)

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