

## TRUE Develops New Agency Validation Site for Suppliers

The times, they are a changin'...it's true of the travel industry like never before. The opportunities for Home-Based Agencies to be IDENTIFIED AND RECOGNIZED as professionals by travel industry suppliers has always been a challenge. Now, OSSN and TRUE are trying to make it even easier for industry suppliers to verify an agency's credentials. **The most up-to-date verification site for agencies operating with the TRUE code can be found at [www.checkaTRUEcode.com](http://www.checkaTRUEcode.com)** This excellent resource allows suppliers to validate agencies' TRUE code credentials with the simple click of their mouse.

There is another excellent resource located on the [www.checkaTRUEcode.com](http://www.checkaTRUEcode.com) site which should interest all suppliers and agents alike to check out immediately! The section found on that site labeled **"Supporting Suppliers"** lists specific information to assist all agencies to establish their new accounts with travel industry suppliers. It is a resource that will help agencies and suppliers smoothly set up new business accounts and build sales relationships even faster. In fact, OSSN and TRUE are so excited about their new tool that they have put out a special offer. **For ANY supplier who indicates in writing on their website the acceptance of the TRUE code ( of which hundreds already have taken the opportunity to do) OSSN will offer a FREE HTML broadcast to the entire OSSN membership database . That same HTML will also reach out to a 2<sup>nd</sup> qualified list of over 23,000 travel agents across North America.**

. The criteria for eligibility for the TRUE code includes the following:

1. The agency must submit written legal proof of STATE REGISTRATION if required by their state. ( This written proof must be resubmitted EVERY year at date of renewal)
2. The agency must submit written proof of a professional business bank account.
3. The agency must maintain a professional AGENCY status of membership in the OSSN Association.

The recognition and acceptance of the TRUE ID coding system has been widespread and provides agencies across the US with an alternative choice of industry code with which to align their agency. The original agreement with IATA was formed at a time when only IATA and CLIA and ARC existed as recognized forms of industry ID. During the last eight years, the industry has changed immensely and suppliers are realizing that agencies have many reasons to elect to use other professional designations such as the TRUE code, and their affiliation with OSSN, to build their recognition.

**Although the administration of the TRUE program over the last eight years was run jointly by OSSN, TRUE and IATA and managed out of TRUE headquarters in Bradenton, FL, it will soon be administered by TRUE and OSSN exclusively. "We expect it to be business as usual at TRUE," states OSSN President, Gary Fee. " We have put a lot of time and energy into developing recognition for this coding system for OSSN agency members. This industry is no longer a "one-size-fits all" marketplace and the TRUE system reflects these changes."**

From the inception of the TRUE program in 2001, the acceptance of the TRUE code by all major tour operators and cruise lines has been almost universal. We are presently working with most of the major hotel chains and have already set up a system for them to download all TRUE information directly at no

cost to them. These major hotel companies are VERY excited to be given this opportunity to receive the TRUE information directly from OSSN and TRUE. At a time when major hotel chains, are experiencing increasing costs to do business through GDS systems and third party booking platforms, these same suppliers are looking for the most cost effective way to embrace the "Home-Based" agency business model.

For hotel companies, just like other suppliers, it is so very important for them to be able to drive as much business directly to their own branded websites, so they can reduce the cost per transaction for each booking. With this very important fact in mind, it is the goal of TRUE and OSSN to facilitate this process and provide ongoing education to agencies operating with the TRUE code to assist them in using this method of booking. In fact, other allied supplier partners of OSSN, who also accept TRUE have really worked towards these same goals. Ongoing training by suppliers to teach agencies to use the most effective booking tools, and facilitate the most cost effective booking processes are of great value to both the agency operating with a TRUE code and their preferred supplier partners.

For more information about the TRUE ID program and their special offer listed above, suppliers and agents can contact TRUE at 800 771 7327 or email [TRUE@ossn.com](mailto:TRUE@ossn.com)