

WorldMobile Launch Best Practices



WorldMobile is a travel-focused application designed to serve as the ultimate companion for travelers. It not only keeps their itineraries easily accessible but also provides additional tools to enhance safety and enjoyment during their journeys. The app ensures that travelers stay informed with essential information and connected to various applications, all without the hassle of scrolling through numerous icons on their mobile devices.

We acknowledge that each organization has its unique needs and preferences when launching a new travel solution. However, the following steps have proven effective in maximizing traveler adoption of WorldMobile:

1. Experience the benefits of WorldMobile firsthand. It's essential for your travel team leaders to register for WorldMobile first.
 - ✓ If you're not a frequent traveler, don't worry! We can organize a demo trip for you to explore all the features our app offers.
2. Choose a small group to register and test the product.
 - ✓ Select travelers who have an extensive travel schedule and whose feedback you trust to be honest.
3. Collect positive feedback from your test travelers and consider rolling out the product to your Road Warriors.
4. Announce to all your fellow travelers about the release using our ready-made communication template.
 - ✓ You can find the communication template on the [WorldMobile landing page](#) under "App Launch Best Practices."
5. Invite all your travelers to check out our [WorldMobile landing page](#), where travelers can find our "Helpful Videos" section.
 - ✓ The video titled "A Trip to Remember" is designed to assist travelers in discovering what WorldMobile offers and to highlight its various features.
6. After one month of usage, provide feedback to World Travel.
 - ✓ We encourage you to share how WorldMobile has benefited your travelers, any common issues encountered, and features that could enhance your team's travel experience. [Your feedback is crucial for us to continue adding valuable feature](#)

By following these strategies, you can successfully deploy WorldMobile and empower travelers to have more efficient, enjoyable, and secure travel experiences.