

E-COMMERCE

COMPLETE BOOKING SYSTEM FOR ONLINE DIRECT SALES

Passengers want 24x7/365 access to flight information and tickets, while airlines want to increase their revenue-generating opportunities beyond merely selling flights. SITA's E-Commerce solution helps you to successfully execute a direct distribution strategy and to build relationships with your customers while reducing the fees paid to global distribution systems (GDS).

ISSUES

- Passengers are eager to adopt new solutions that will help them book and manage their journeys independently.
- Passengers need to see the right fare at the right time – which is not necessarily the lowest fare.
- Passengers also want to be able to purchase all their travel-related requirements in one place – including insurance, hotels and car rentals.
- Passengers want 24/7/365 access to airline products and services.
- Airlines want to reduce the fees paid to GDS, while still welcoming travel agents as distributors.

SOLUTION

- Fully customizable offering including your airline's branding plus online booking and management.
- Supports third party products sales, such as hotels and cars, and ancillary items, such as excess baggage charges.
- Fully managed around-the-clock service, backed up by an SLA guarantee.
- Travel agency bookings can be made via e-commerce airline to agent, bypassing the GDS and allowing you to control the relationship with your agencies.

BENEFITS

- Enables you to build direct relationships with your customers and understand their requirements
- Passengers are more likely to buy a higher fare if the options are clearly displayed
- Increases revenue from sales of value-added products and services
- Access is not limited to online bookings, so there is potential for revenue generation.
- SITA handles the complexity of running applications and data centers to deliver a worry-free service – allowing you to focus on what you do best.
- Reduces distribution fees, thus generating instant savings.

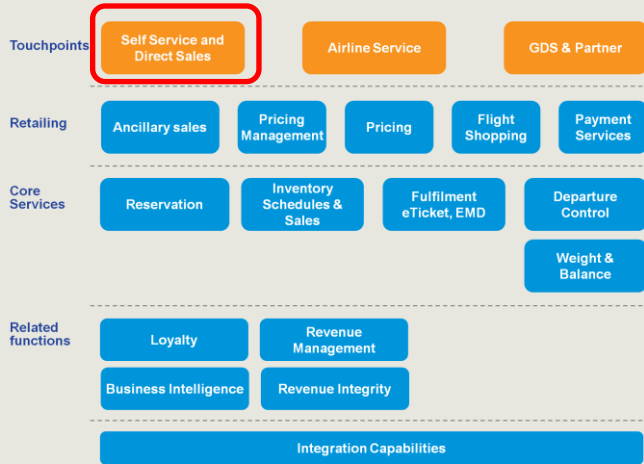
Booking through airline websites has now reached 30% globally

2014 Airline IT Trends Survey



Create success. Together

HOW DOES IT WORK?



- E-commerce is a component of the Horizon Passenger Services System (PSS) illustrated above.
- Horizon includes core passenger management systems, retailing and end-to-end distribution. Related solutions include loyalty and revenue optimization systems.

SOLUTION COMPONENTS

Key service features

- Multiple languages
- Multiple currencies
- Priced availability
- Many payment gateway options
- Graphical seat maps
- Calendar shopping
- ‘My bookings Flight Changer’

Optional service components

- Airline-to-agent
- Car rentals
- Promotions management
- Interlining

CASE STUDY

“Our airline wants to increase direct bookings through its website. We need a booking engine that is easy for customers to use and helps them to find the services and prices they need. We serve international as well as domestic destinations, so we need to provide the appropriate local options.

With SITA’s E-Commerce solution, we can provide a 24/7/365 online presence with calendar shopping and we can support multiple languages, currencies and payment options, configured for each destination that we serve. We not only save you costs by avoiding GDS fees on these bookings, but we also increase your revenues on ancillary service fees.”

For more information please contact us at info@sita.aero