

Amadeus Airline Solutions

Amadeus Airline Ancillary Services

Airlines



Amadeus Airline Ancillary Services gives you everything you need to effectively distribute ancillary services across all channels to help maximise revenues while also enhancing customer service.

Several business drivers, such as the optimisation of distribution channels through new business models or brand differentiation, are leading airlines to simplify their fare structure, leverage their service offering and seek new merchandising models to sustain business growth and maximise yield.

Benefit from an improved business model

Amadeus Airline Ancillary Services is an innovative and customisable end-to-end solution, which allows you to distribute services across all channels in full compliance with industry standards. You can use it to seek out new merchandising models to help maximise revenues and profits while also delivering unmatched levels of customer service.

With Amadeus Airline Ancillary Services, you are able to distribute (display, book, price & pay) value added ancillary services in a fully integrated search, shopping and booking workflow across all your distribution channels.

The Amadeus solution is compliant with ATPCO standards for the pricing of optional services and with IATA standards for

electronic miscellaneous documents (EMDs). In addition, Amadeus Airline Ancillary Services is customisable to suit your airline's specific needs.

Efficient and effective system integration

Amadeus Airline Ancillary Services is a single comprehensive solution that is uniquely integrated with your sales, service delivery, revenue tracking and reporting processes to deliver enhanced business productivity – and maximum yields.

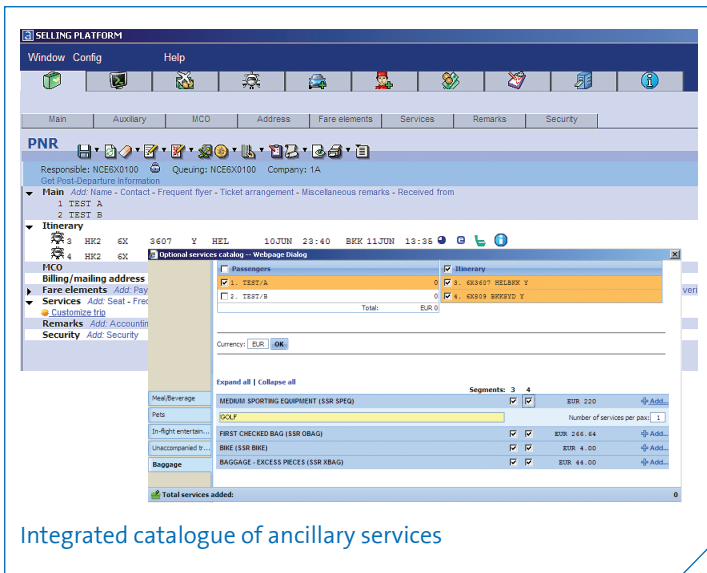
This advanced, yet intuitive solution uses high levels of automation to facilitate the efficient and effective sale and servicing of ancillary services through both direct and indirect channels. Your loyalty and tier level programmes are automatically taken into account, and multiple fee filing mechanisms allow you to tailor your offer for each channel. With simplified integration across all airport processes, plus centralised control and administration, it's now easy to add or update services in real time, while also ensuring that your policies remain consistent across all touch points.

Amadeus Airline Ancillary Services also complements the existing airline portfolio such as Automatic SSR Handling, EMD and Media Solutions.

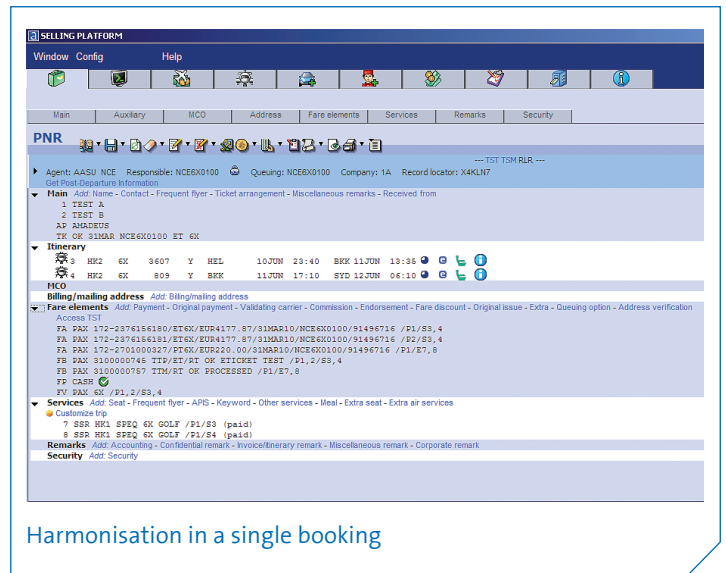
With Amadeus Airline Ancillary Services, you can:

- > Reduce costs and increase revenues and profitability;
- > Offer more efficient servicing;
- > Enjoy greater customer satisfaction.

amadeus
Your technology partner



Integrated catalogue of ancillary services



Harmonisation in a single booking

Key benefits at a glance

Reduced costs

- Seamless integration of this single solution with sales via all of your direct and indirect distribution channels and with all of your business processes enables you to reduce operational costs.

Increased profitability

- This multi-channel solution allows you to capture every sales opportunity and create profitable additional revenue streams;
- Real-time integration with all system components enables you to sell ancillary services at any time – before, during or after ticket purchase or even at check-in;
- Full visibility of payment status at the airport makes for easy control of waivers while comprehensive reporting gives you systematic revenue tracking abilities to help improve decision making about your services offer, pricing and targeting;
- Fully customisable revenue integrity rules prevent revenue leaks from ancillary services;
- A complete paid baggage solution is available via Altéa Departure Control System;
- Automated cancellation of booked services if payment is not received on time.

More efficient servicing

- High levels of automation minimise staff interactions and the requirement for procedural changes.

Enhanced customer satisfaction

- Because this solution is integrated across all your processes and works with your interline and alliance partners too, travellers benefit from consistent and seamless service delivery, even in the event of flight disruptions;
- Your customers will also appreciate the automatic recognition of their loyalty programme status;
- You can offer this impressive level of customer service while also providing full transparency thanks to itemised pricing.

Trusted technology partner

As the global airline industry's leading technology partner, Amadeus is committed to helping you overcome your biggest business challenges by continuing to provide innovative and advanced integrated solutions, plus best-in-class support and expert consulting services.

The main factor driving the implementation of Amadeus Airline Ancillary Services for Corsairfly is, of course, revenue. But we also appreciate the ability to deliver and communicate benefits in a way which our customers recognise as adding value. In the case of baggage allowance, for example, we see this as a win-win situation. Managing the baggage allowance at the booking stage improves the airport experience for our customers and also means that airport staff are not burdened with managing excess baggage claims.

Damien Paries, Deputy Director - Capacity Management
Corsairfly

Find out more

For further information, visit www.amadeus.com/airlines or speak to your Amadeus Account Manager today.

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