

### Aviatur chose Amadeus to design a Custom Desktop solution to increase business & customise their point-of-sale to meet their specific needs.

Aviatur asked Amadeus, their preferred Technology Partner, to build a homogeneous point-of-sale platform based on the Amadeus Selling Platform and tailored to their specific needs. Thanks to the Amadeus Custom Desktop solution, their platform has been customised to include interfaces with their mid office system, integrate their own profile database and content, as well as their CTI application for their call centre operations. The new point-of-sale solution now enables Aviatur to significantly increase their travel agents' efficiency, boost their revenues, and enhance their customer service.

#### In brief

##### The challenge

- > Optimise processes & automate the point-of-sale
- > Provide an integrated GUI for the mid office system
- > Improve PNR consistency from reservation to ticketing
- > Improve call centre operations
- > Increase sales & revenues

##### The solution

##### Amadeus Custom Desktop

- > Integration into the Amadeus Selling Platform of the company's:
  - > Mid office system
  - > CTI system for call centre operations
  - > Profile database
- > Direct access to Aviatur's products & services from the agents' workspace
- > Dynamic content push
- > Automatic quality check scripts
- > Automatic cross-selling function

##### The results

- > Increased agent productivity
- > Enhanced PNR consistency
- > Increased cross-sales & revenues
- > Better customer service



The Amadeus Custom Desktop allows us to keep ourselves at the forefront of technology, be more efficient, more profitable, more reliable and - even more important - provide our customers with the best possible service.

Jean-Claude Bessudo  
CEO and President AVIATUR S.A.

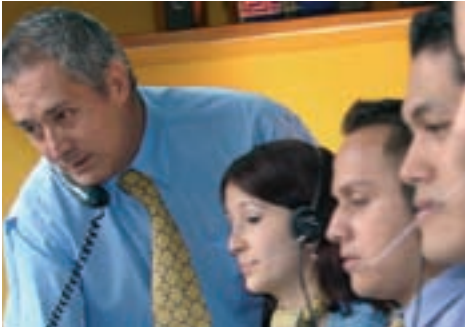
#### About AVIATUR

Founded in Bogotá in 1957, Aviatur Travel and Tourism began operations with five employees. Currently, Aviatur conducts operations from 300 offices and employs 3284 people in 37 cities in Colombia as well as various other countries.

Through diversification into various commercial activities, Aviatur has evolved into an enterprise group of 19 different companies engaged in activities well beyond its beginnings in the sector of travel and tourism. Aviatur is currently active in foreign trade, medical services, insurance, technology, travel agency administration and the commercialisation of natural eco parks.

In 2007, Aviatur is celebrating its first 50 years.

AVIATUR in figures . . .	2000	2007
Number of offices	125	300
Presence in cities	18	37
Number of employees	1650	3284



## The Challenge

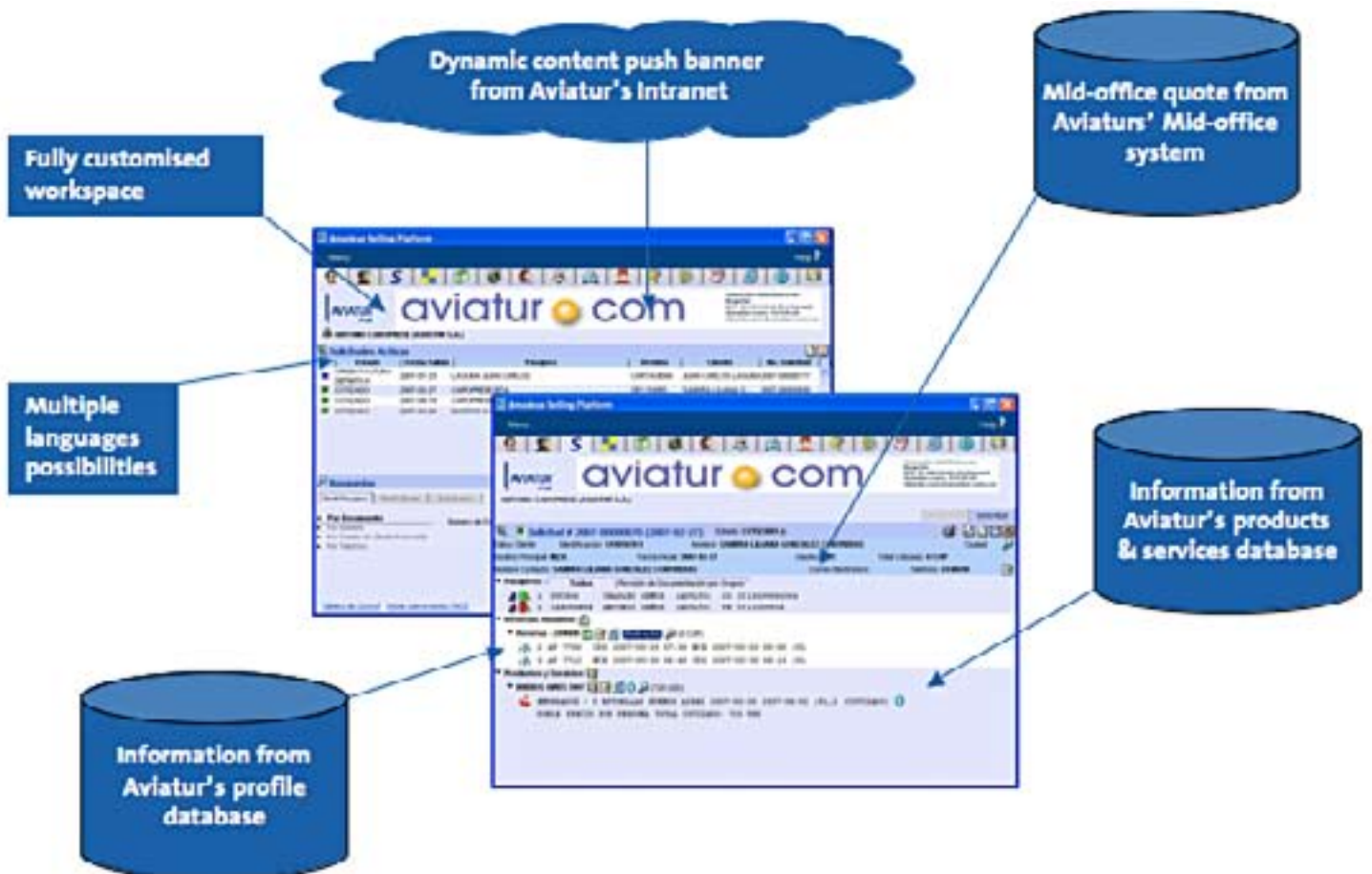
Aviatur wanted to boost their business and optimise processes at their point-of-sale. As Amadeus already provided the products and technology supporting the Aviatur reservation and sales systems, they naturally turned to Amadeus.

At that time, Aviatur was facing major issues because of the complexity of their processes. Due to the different systems the agents had to work with during the booking process, the time required to handle a reservation was too long. This was lowering agents' productivity and making new agents' training long and complicated.

Consequently, Aviatur especially wanted a new interface for their legacy mid office system, and the integration of all their systems into one to optimise processes and reduce manual errors.

In addition, they were looking for ways to increase sales and revenues, as well as improve their call centre operations to further enhance their customer service.

## Aviatur's Custom Desktop solution





## The Solution

The Amadeus Custom Desktop enables agencies to bring intelligence from non-GDS applications and databases into the front office, and customise the agents' desktop to customers' specific needs.

In this framework, Amadeus built a seamless workflow for Aviatour, integrating their own mid office system and profile database into the Amadeus Selling Platform, which they were already using, via customised interfaces.

Amadeus first integrated their mid office application directly into the front office system thanks to Amadeus Smart Tabs technology. On top of this, Amadeus developed specific quality check scripts to guarantee the accuracy and consistency of the PNRs from reservation to ticketing and their compliance with Aviatour's quality rules.

Then, Amadeus consultants customised the platform by integrating their profile database with information on passengers and corporate customers as well as the CTI application for their call centre operations. The result is that callers are recognised immediately and that passengers with existing profiles are handled more quickly. Information on corporate clients' policies is also displayed.

In addition, as the exclusive retailer of National Parks entry tickets in Colombia, Aviatour wanted their agents to be able to sell tickets directly from the Amadeus Selling Platform and together with other segments. Accordingly, Amadeus provided a direct access to this service, as well as to other products and services they provide, such as their own vacation packages, leisure segments, ground services and visa requests.

Aviatour's travel agents now have all the information they need in one place: their Custom Desktop.

Finally, based on Aviatour's requirements to further optimise sales, Amadeus integrated two elements. Firstly, an automatic cross-selling function which prompts their agents to propose other segments through a mandatory offer or a recommendation, depending on the reservation content and rules Aviatour has defined. Secondly, Amadeus designed a dynamic content push banner directly in the Amadeus Selling Platform which allows Aviatour's management to promote offers in real time and broadcast information to increase both agents' productivity and sales of special deals.

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**Thanks to the Amadeus Custom Desktop, we have been able to integrate our systems with the Amadeus Selling Platform and customise it to our needs. It is an excellent solution, the best we could offer to our employees and to our customers.**

**Jean-Claude Bessudo**  
CEO and President AVIATUR S.A.



**The Amadeus Custom Desktop has allowed us to increase our revenues by 30% in 2006 and we are expecting much more for 2007.**

**Jean-Claude Bessudo**  
CEO and President AVIATUR S.A.

## The Implementation

Amadeus started mapping the solution with a business consulting mission to review and assess Aviatur's requirements in terms of process improvement and point-of-sale solutions. Amadeus consultants worked with Aviatur's management and operational teams on site to analyse the business and operational requirements, as well as to measure process automation and identify potential productivity improvements.

To ensure the project was delivered within the committed time-frame and budget, Amadeus provided project management services during the implementation phase. As true partners, Aviatur members were involved at each step of the project by participating in the project team and the steering committee.

Thanks to this great team effort, Amadeus was able to propose a mock-up of Aviatur's future Custom Desktop to provide them with a realistic view of how the platform would work before building it. As soon as Aviatur validated the concept, Amadeus built the customised platform, tested it, and assisted Aviatur in its deployment to all their locations.

The successful implementation of the Amadeus Custom Desktop opened the door to more discussions on the improvement of their point of sale. A potential phase 2 could handle the further enhancement of their call centre operations and the extension of the point-of-sale solution's scope to a comprehensive leisure distribution platform.

This should allow Aviatur to further develop its outbound leisure business and sell additional products.

## The Results

Aviatur and Amadeus shared a common objective to build a strong technology partnership with a long-term commitment to deliver state-of-the-art, point-of-sale solutions.

Thanks to the Amadeus Custom Desktop and the joint team effort between Aviatur and Amadeus, the travel agent's way of working has significantly been improved.

Their desktop is now clear, complete and easy to use, training new agents has become much quicker, and manual intervention has been considerably reduced.

The new customised point of sale notably enables the agents to sell Aviatur's offering better through all their locations, boost the agencies' revenues and significantly enhance their customer service.

"The Amadeus Custom Desktop has enabled us to increase the efficiency of our agents, to focus on generating more revenues and to ensure that sales are profitable. We have been able to integrate our Central Reservation System and Management System with the Amadeus Selling Platform, thereby enabling us to improve the quality of the service we are offering to our clients in all respects," comments Jean-Claude Bessudo CEO and President AVIATUR S.A.

**For more information, please contact your Amadeus sales representative or visit [www.amadeus.com/travelagencies](http://www.amadeus.com/travelagencies)**

**Amadeus Custom Desktop.**  
**Because no two agencies are the same.**

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