

# Garuda Indonesia proves that ancillary services and customer satisfaction go hand in hand



Here's a look at how Garuda has successfully increased its ancillary revenue, by giving customers more choice and attention, far beyond 'just' the ticket.

This was accomplished thanks to a strong ancillary strategy, which includes, in particular, the implementation of Amadeus Airline Ancillary Services solution.

Named after the national bird of Indonesia, Garuda Indonesia is the country's flag-carrier in a region with one of the largest economies in Southeast Asia. One of nine airlines with Certified 5-Star Airline Rating (Skytrax), the airline

puts the customer first with its award-winning "Excellent Indonesian Hospitality" mindset. The ongoing transformation programme aims to boost revenue while further increasing customer satisfaction.

*"Caring for our passengers through Excellent Indonesian Hospitality is our core value, our competitive differentiation. By focusing on ancillary services we can maximize every sales opportunity while fully meeting travellers' expectations."*

Wibawa Presetyawan, Vice President for CRM & eCommerce, Garuda Indonesia

## Context & challenges faced by the Airline

### Industry context

In recent years, steep competition has led to a declining average ticket price. The challenge lies on both the domestic and international markets, in full service and low-cost carrier segments in APAC. Ancillaries presented an opportunity to grow the airline's revenue, in-line with their brand image. Sales of airline ancillary services globally have sky rocketed over the past few years. First pioneered by low cost carriers, full service airlines, as well, have been tapping into this source of revenue.

### Promoting excellent Indonesian hospitality

As a key pillar, Garuda has built its image on 'Excellent Indonesian Hospitality', reflecting Indonesia's warm hospitality and rich diverse culture. The large scale ancillary strategy aims to reinforce this image, enhancing the airline's existing added value to boost income.

Airline ancillary revenue, reached nearly \$70 billion worldwide in 2016, representing a 200% increase since 2010!

Source: Ideaworks 2016

## ✓ Key results

The benefits go beyond increased revenues: Garuda Indonesia now has one of the highest ancillary adoption rates (number of ancillary services over the number of passengers boarded) among Amadeus Ancillary Services APAC full-service customers!

At 86.1% in 2016, customer satisfaction is also on a steady rise (+0.8 points year-over-year). The airline was awarded as "The World's Best Cabin Crew" for the third consecutive time and also entitled as "The World's Most Loved Airline". As a further endorsement by passengers, Garuda was rated #5 in the world among TripAdvisor's Top 10 Airlines (Traveler's Choice Awards).

An Increase  
in Ancillary Revenue

**+34%**  
in 4 years:

From \$47.5M in 2012

To \$63.8M in 2016

Improved  
customer satisfaction  
+0.8 points  
year-over-year  
reaching

**86.1%**

in 2016

## ⚙ About Amadeus Ancillary Services

### What you need, when you need it

With Amadeus Ancillary Services solution, any service can now be sold through any channel, including self-service check-in channels (web, mobile, kiosk). Pricing is automated across all touchpoints. The goal: to offer customers the right products and services at the right time, throughout the full journey.

### Portfolio overview

**50+** Ancillary Services on offer in a portfolio

**€1Billion** (per annum) in revenue to airlines

**97** Airlines Live

**60m** Ancillaries booked

Amadeus Ancillary Services is an end-to-end, multi-channel and industry-compliant solution.

It is **fully integrated** with all Amadeus Altéa Suite solutions, including the Amadeus e-Commerce Suite and Amadeus Altéa Departure Control.

### About Garuda Indonesia

Garuda Indonesia, the national airline of Indonesia, seamlessly connects more than 64 destinations worldwide. The airline carries more than 25 million passengers annually with approximately 500 daily flights and a fleet of around 196 aircrafts. Beyond Indonesia, one of the largest economies in Southeast Asia, destinations include an array of exotic locations in the archipelago of Indonesia.

### Find out more

For further information, visit [amadeus.com](http://amadeus.com) or speak to your Amadeus Account Manager today.

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