

With Amadeus Insurance you can leverage the convenience factor and be a 'one-stop shop' for your customers without lengthening the time required to make a booking. Boost conversion rates!

### Product Description

Amadeus Insurance is a fully automated tool that not only provides a cutting edge, cost-efficient solution, but also optimises the selling process and maximises revenue. It can be fully integrated in your website through either the Amadeus API or e-Retail Engine:

- > The Amadeus Insurance API is a development tool that enables users to program customised client applications that interface with the Amadeus Insurance system. With Amadeus Insurance API you can choose the booking flow that best suits your booking process and easily start selling insurance policies.
- > For Amadeus e-Retail Engine users, Amadeus Insurance is seamlessly integrated in the booking engine.



### Meet your customer's needs

Your customers want to protect themselves from the various risks of travelling abroad. However they often forget about insurance when booking a trip. Amadeus Insurance can be seamlessly integrated in the Air booking flow and specially designed to promote insurance sales without lengthening the booking process. All the information about the passenger and the flights is automatically used to calculate the insurance premium and confirm the booking so the customer won't have to re-enter information.

### Boost conversion rates

Amadeus Insurance can be quickly and fully integrated into your selling process. By offering insurance as an opt-out, you will boost conversion rates and increase sales beyond the level achieved with direct links. Moreover, by enabling customers to purchase insurance through one click, you will induce impulse purchases without risking the flight reservation. Thanks to the easy integration via the Amadeus API or Amadeus e-Retail Engine, you will always be able to offer the most popular provider, regardless of the market you are operating in, as building insurance links is effortless and will not delay other projects.

### Wider choice

With Amadeus Insurance you will have more flexibility to adapt to your customers' needs as you won't be tied to one insurer: with a single API link you will have access to a wide range of providers and you will be able to switch effortlessly if you are not satisfied, or work with several providers to offer your customers a wider choice. More than 30 Insurance Providers worldwide are using our system. If you are already working with one of our providers, the implementation is almost instant! If your insurance provider is not our customer, a quick and efficient implementation in the Amadeus system will enable the distribution.

## Features and benefits at a glance

Key Benefits	Key Features
<b>Greater profitability</b>	<ul style="list-style-type: none"> <li>&gt; Insurance policies attract high commission rates.</li> <li>&gt; Higher online sales than less integrated solutions.</li> <li>&gt; Low resistance 'pay once' payment process.</li> <li>&gt; Better up-sell and cross-sell opportunities.</li> <li>&gt; Review my trip, online servicing, rebooking, online check-in.</li> </ul>
<b>Lower costs</b>	<ul style="list-style-type: none"> <li>&gt; Easy integration &amp; shorter time to market.</li> <li>&gt; The connection with main providers, pricing, selling and payment process is already in place with Amadeus Insurance.</li> <li>&gt; No need to delay other projects to build insurance links.</li> </ul>
<b>More flexibility and control</b>	<ul style="list-style-type: none"> <li>&gt; Not tied to one insurer - switch effortlessly.</li> <li>&gt; Multinational online travel agencies can easily sell insurance in multiple countries choosing the best providers in each market.</li> <li>&gt; Complete control of customers' shopping experience and a reduction in booking time.</li> </ul>
<b>Boost conversion rate</b>	<ul style="list-style-type: none"> <li>&gt; Seamless integration with Air booking flow: same booking page, same mode of payment, same confirmation.</li> <li>&gt; One click insurance booking promotes impulse purchase.</li> </ul>
<b>Reliability</b>	<ul style="list-style-type: none"> <li>&gt; Benefit from Amadeus' expertise in Insurance integration and distribution.</li> <li>&gt; Central System provides real-time, accurate, error-free information from recognised and regulated insurance providers.</li> </ul>
<b>Customer loyalty</b>	<ul style="list-style-type: none"> <li>&gt; Complete travel service offering.</li> <li>&gt; Convenience of a one-stop shop.</li> <li>&gt; Insurance has become a standard in the online travel industry.</li> </ul>

### Contacts

For additional information on Amadeus Insurance please contact:  
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