

Amadeus built a Custom Desktop solution for L'alianXa and deployed it in 250 locations across 17 countries in Latin America.

As the biggest independent consortium in Latin America, L'alianXa Travel Network needed an efficient and seamless point-of-sale platform, tailored to their specific way of working, to better answer their customers' needs. Thanks to the Amadeus Custom Desktop, all of their travel agencies can now perform bookings on a fully integrated customised platform, and consequently significantly enhance their customer service. With the Amadeus Custom Desktop, L'alianXa Travel Network can now compete with all the major Latin American players and increase its market share throughout the region.

In brief

The challenge

- > Build a customised point-of-sale platform
- > Integrate:
 - > Proprietary mid office solution tools and workflows
 - > GDS and non-GDS content
 - > Extranet and CRM solutions
- > Streamline front to mid office data
- > Use the online channel to attract new business

The solution

Amadeus Custom Desktop

- > Based on the Amadeus Selling Platform & customised to their specific needs
- > Content, mid office, extranet and CRM integration using the Amadeus Smart Tabs technology
- > GDS tuning and productivity enhancement
- > Tight integration with Amadeus Quality Control

The results

- > Increased agent productivity
- > Higher agency revenues
- > Enhanced customer service
- > Ability to compete with major competitors in the region



Thanks to the Amadeus Custom Desktop we have been able to increase our sales by 28% and reduce our costs by 16%!

Alonso Monsalve
President of L'alianXa

About L'alianXa Travel Network

L'alianXa Travel Network (LTN) is an international travel agency group with operations in major Latin American business and tourism destinations. It offers its partners effective solutions including the best and broadest range of products and services. It is the only independent consortium in the region and the only group made up of Latin American organisations for Latin American clients. L'alianXa Travel Network currently comprises 90 travel agencies with 250 locations in 95 cities and 17 Latin American countries.

The Challenge

As one of the biggest travel agencies in Latin America, L'alianXa Travel Network needed a point-of-sale solution which would provide an efficient booking process, enhance agent productivity, and could be deployed and used by all its agencies located in different cities and countries in Latin America.

LTN was faced with a sizeable challenge insofar as they wanted a customised point-of-sale platform integrating their proprietary mid office solution, tools and workflows, as well as GDS and non-GDS content, extranet and CRM tools. In order to reduce the number of manual errors and increase the efficiency of their agents, they wanted to streamline front to mid office data in customised workflows.

As they also wanted to use the online channel to improve their potential to attract new business, LTN asked Amadeus to help them create an efficient e-commerce platform.



The Amadeus Custom Desktop has allowed us to standardise our processes and become more efficient – it has made life much easier for our employees.



Alonso Monsalve,
President of L'alianXa Travel Network

The Solution

Amadeus consultants designed and created a Custom Desktop solution based on the Amadeus Selling Platform and customised to optimise LTN's booking process and quality checks. The platform was built on tight integration between the Amadeus Selling Platform front office reservation system and LTN's mid office application to ensure a seamless flow between front and mid office data.

To answer the need to handle content from GDS and non-GDS providers, Amadeus consultants used the Amadeus Smart Tabs technology to display external content in the customised Amadeus Selling Platform. The LTN travel agents now have all the information they need about air, car or hotel segments in a unique, integrated workspace, giving the agent a better overview of everything that he or she can sell.

Finally, to ensure a seamless booking process and add quality checks at reservation and ticketing time, Amadeus consultants have implemented Amadeus Quality Control. This product guarantees accurate, consistent and complete booking information, limiting manual errors and helping up- and cross-selling. No ticket can be issued before all mid office requirements have been met. At the same time, a joint team of experts from Amadeus and L'alianXa was busy developing an e-commerce platform to tap into the business potential of the online channel.

As a result of Amadeus' unique value proposal, a 10-year agreement was signed, spanning such areas as ground-breaking technology projects and provision of consultancy services and support for growth in local markets, to name but a few.

"This agreement takes us to the forefront of this industry in terms of the IT solutions and services we will offer to our 90 travel agencies, in 250 locations across 17 countries in the region." Alonso Monsalve, President of L'alianXa Travel Network

Amadeus Custom Desktop.

Because no two agencies are the same.

The Implementation

The LTN point-of-sale implementation project was split into 3 main phases: first, the design and integration of the Custom Desktop solution; second, deployment of the platform to all markets; and third, support to secure optimum productivity of the solution throughout the 10-year agreement.

The project's steering committee was composed of members of the LTN commercial team, Amadeus Commercial Organisations and Amadeus Services & Consulting.

The delivery of phase 1 was led by the global project team. The regional project teams then took over the project in each market to ensure a smooth deployment of the platform across all the different countries in phase 2.

The Results

The new customised point-of-sale platform will allow LTN to significantly increase their revenues and agents' productivity, and thus enhance their customer service.

With far smoother integration of the front and mid office applications, and the display of all content sources on the Custom Desktop, LTN travel agents will now have all the information and tools they need at their fingertips and more time to dedicate to their customers.

Thanks to the Amadeus Custom Desktop, L'alianXa Travel Network can now position itself as a true competitor in the region.

For more information, please contact your Amadeus sales representative or visit: www.amadeus.com/travelagencies.

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