

Amadeus Multichannel Solutions for Online Travel Agencies

Sales & e-Commerce

Optimise your
multichannel strategies



Introduction

Effective sales involve more than a good online shopping experience. To ensure long-term success, you must also offer an excellent offline shopping experience and unrivalled customer support. With Amadeus as your partner, selling through your shops or through efficient call centres and ensuring that customer experience is consistent and effortless across all channels, is easy. Our portfolio consists of 3 main products to optimise your multichannel offer: Amadeus Selling Platform, our browser based point-of-sale solution which allows you to integrate 3rd party content; Amadeus Call Centre Solution, a fully customisable solution that enables your agents to run centralised call centres efficiently and productively; and Amadeus Service Fee Manager, which automates the calculation of service fees. Amadeus' products and solutions will improve your sales and reduce your costs.



Amadeus Selling Platform

Your next generation point-of-sale application

Provide your call centre agents with Amadeus Selling Platform, a productivity-driven and user-friendly browser-based system for all front office transactions and see the effects on your bottom line!

Product Description

Amadeus Selling Platform is an effective and productive point-of-sale solution for online travel agency call centres and retail shops. Offering the choice between easy-to-use graphical views and traditional command pages, browser-based Amadeus Selling Platform will help you save time, enhance customer relationships and manage your business more efficiently and profitably. It has advanced workflow and scripting capabilities, which will ensure that you maximise agent productivity, and can integrate external data, allowing you to access all your content from a single point, increasing efficiency.

Access and sell all your content from a single point

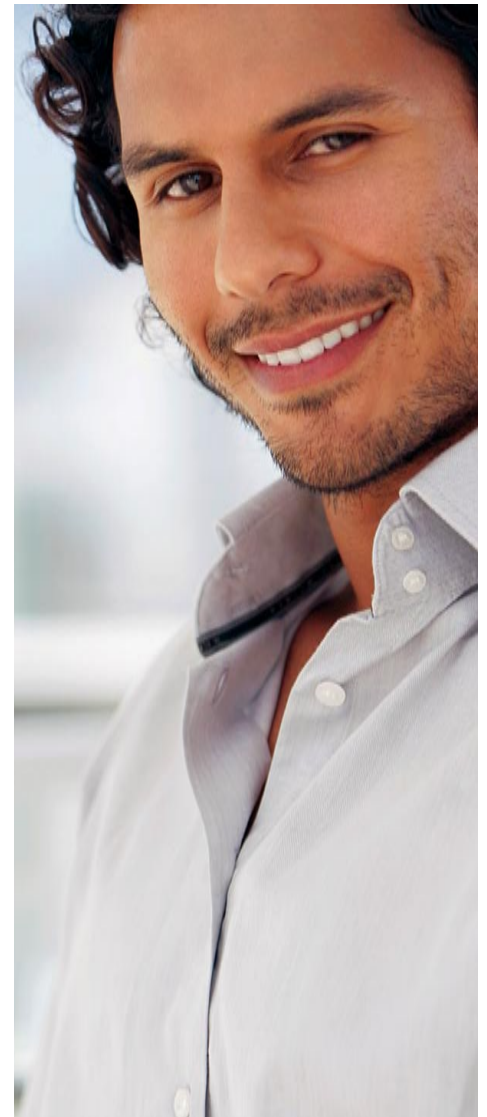
Amadeus Selling Platform acts as a single point of access for all your content, both air and non-air. It can integrate 3rd party data, and allows you to access GDS and non-GDS content through one interface. Since Amadeus Selling Platform has been designed as an open platform, the application can be tailored to suit your specific needs. Websites and applications can be seamlessly integrated into the interface and PNRs are automatically updated with external data. Clear and simple tabs and customised guided workflows take you from one module to another, instantly. With Amadeus Selling Platform, accessing content from different providers is hassle-free.

Increase agent efficiency

Each time your customers call or walk into your retail offices, you have an opportunity to sell them everything they need for their trip, from a hotel to destination services. With Amadeus Selling Platform, capitalising on this opportunity is easy. Customised guided workflows, scripting capabilities, built-in quality control tools and automation of certain tasks prevent manual errors and speed up the booking process, maximising each sale. In addition, seamless integration with your existing applications and other content sources streamline business processes, increasing quality and efficiency, for each and every process.

Reduce costs

Since Amadeus Selling Platform is a browser-based solution, it is extremely easy and cost-effective to maintain and update, unlike other solutions which require repeated investments. In addition the user friendly single-screen graphical interface means that you save on agent training. Thanks to the graphical interface, novices will be handling bookings easily and quickly become productive, while experienced users can make optimal use of their knowledge by switching between the graphical interface and the cryptic mode, whichever they prefer; Amadeus Selling Platform lets your agents decide how they work, minimising training costs for you.

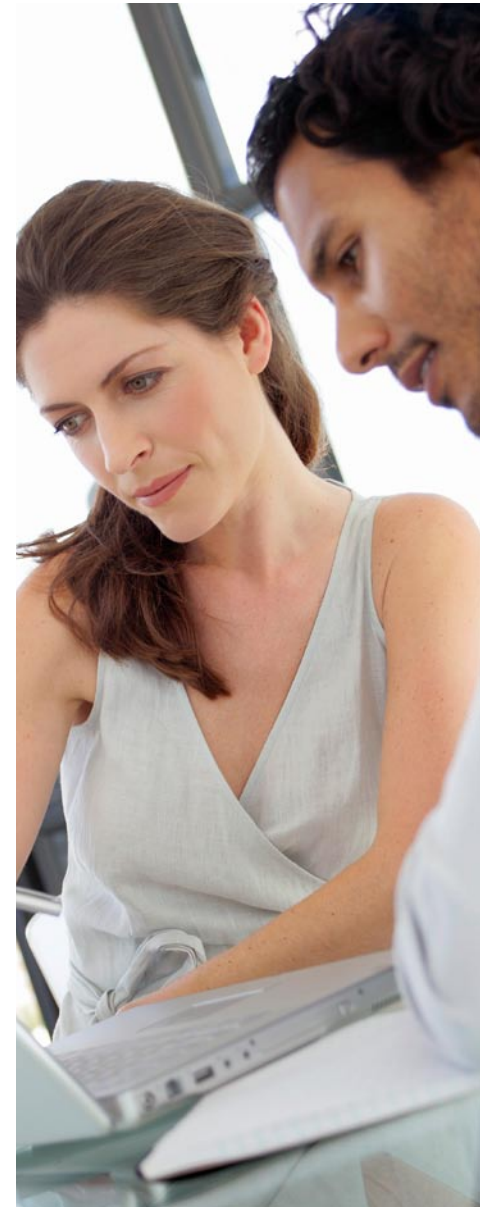


Empower your agents with a next generation selling platform already used by over 300,000* agents throughout the world!

* 1st Quarter 2007

Why Amadeus Selling Platform?

- > **Comprehensive:** access both air and non-air content from a single point on a single screen in a fully integrated way.
- > **Seamless integration:** its unique open architecture allows integration with external content and applications, aggregating GDS and non-GDS content in the same booking application.
- > **Increased agent efficiency and productivity:** your agents can maximise sales in less time thanks to its built-in efficiency tools and user-friendly workflows and easy to use GUI.
- > **Scalable:** it is suitable for the smallest start-up agency and can be scaled up and customised to suit the most demanding multinational customer.
- > **Quick and easy implementation and automatic upgrades:** browser-based solution enables quick and cost efficient updates resulting in minimum disruption to your business.



Additional services:

Business Consulting: IT and systems diagnostic, business processes analysis, and data modelling services in order to best tailor Amadeus Selling Platform to your specific environment and needs.

Custom Development: Solution design, development and testing, as well as development assistance in order to customise Amadeus Selling Platform for your business.

Implementation and Integration: Configuring, installing, testing and ensuring a smooth integration of Amadeus Selling Platform with other applications in your specific IT environment.

Support Services: Providing high quality, flexible, and fast functional and technical expertise to your team to support your customised Amadeus Selling Platform.

Project Management: Leading the implementation of your customised Amadeus Selling Platform, ensuring smooth and on-time delivery of the project.

Educational Services: Increase your agents' and technical teams' productivity within the shortest time-frame thanks to specific custom training adapted to your newly customised solution.

Other Options:

Benefit from seamless front-to-mid integration: With Amadeus Sales Management Solution you can integrate Amadeus Selling Platform with our leading mid-office system, Amadeus Agency Manager, and benefit from an integrated point-of-sale solution that combines all front-to-mid office functions.

Guarantee total quality for every reservation: Amadeus Quality Control is an add-on to Amadeus Selling Platform that ensures quality, consistency and accuracy for every reservation, every time.

Amadeus Call Centre Solution

A global call centre with a local feel

Increasing global and regional presence, high booking volumes and high staff turnover are just some of the features that are making it difficult to provide consistent service with a personalised touch. The answer is Amadeus Call Centre Solution, a customised solution which allows you to develop a global call centre with a local feel.

Product Description

Amadeus Call Centre Solution is the next generation single platform solution which will enable you to operate a fully automated, efficient and personalised multinational call centre. Amadeus Call Centre Solution will be customised by Amadeus consultants to your individual working environment. The entire sales process, from reservations to fulfilment, features dynamic access to both local and central content thanks to its complete integration with your computer telephony system. The solution maximises agent productivity and reduces operational costs due to its customisable workflows and single platform point of access. With Amadeus Call Centre Solution you will get more from your call centre.

Be both global and local

Amadeus Call Centre Solution enables you to handle calls from multiple geographical markets effectively. As it is integrated with your telephony system, the location of the caller is immediately identified and the Dynamic Desktop automatically presents a screen tailored to the caller's location, simplifying and speeding up the booking process. And because you can customise and set the workflow centrally, you will be

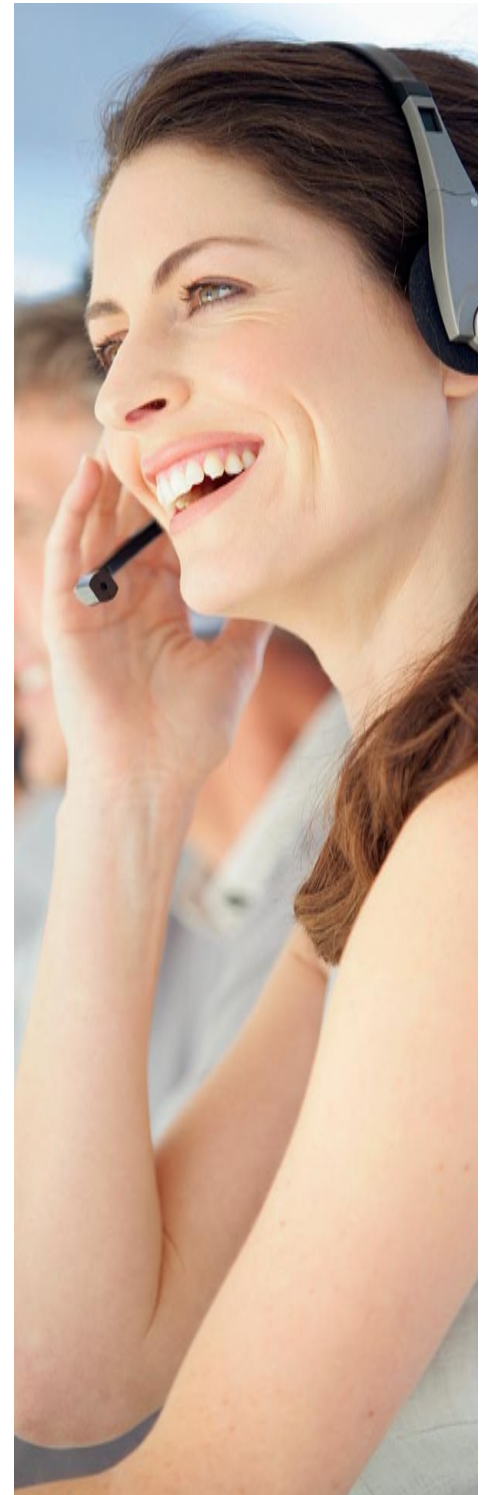
able to deliver consistent service, regardless of region. With Amadeus Call Centre Solution you can enjoy the benefits of having global presence, without sacrificing the personalised feel of the local office.

Improve agent productivity

Thanks to Amadeus Call Centre Solution's high level of automation (such as the auto-initiation of the PNR) and its seamless dataflows, each call can be significantly accelerated. Customised, structured workflows, which ensure that your agents employ your chosen best practices, and improved quality control, which reduces the number of errors and PNR rework, also help maximise the productivity of your agents. With Amadeus Call Centre Solution, your agents will be able to handle more calls and manage more sales whilst simultaneously providing better service.

Reduce costs

Amadeus Call Centre Solution is characterised by a single access to all point-of-sale activities. If you choose to integrate Amadeus Selling Platform with Amadeus Agency Manager, you will benefit from a complete front-to-mid platform, resulting in a seamless sales process, from reservation through to ticketing and invoicing. And thanks to Amadeus Call Centre Solution's standardised and automated workflows, which prompt your agents with the next action to be taken, your agents will no longer need extensive training.





Features and benefits at a glance

Key Benefits	Key Features
Dynamic Desktop	Dynamic content availability based on customer needs, and geographical location (multi-office ID capabilities).
Flexible & integrated solution	Integration of the contact management (telephony) system with Amadeus Selling Platform. Option of full integration of front and mid office - from sales to fulfilment - with Amadeus Sales Management Solution. Seamless integration with your customer databases, CRM and customer identification systems.
Cost-effective	Reduced time per call thanks to automation. Single platform access. Reduced agent training costs.
Fully customisable	Complete workflow customisation. Dynamic workflow including: <ul style="list-style-type: none"> > Wizards: to enforce a strict predetermined workflow. > Guided mode: to prompt for a recommended next step. > Quality Control.

Services & Consulting:

- > Custom development
- > Systems integrations
- > Project management
- > Support

Options:

Amadeus Sales Management Solution: Integrate Amadeus Call Centre Solution with Amadeus Agency Manager and enjoy the benefits of having a seamless front-to-mid platform.

Amadeus Service Fee Manager

The service fee engine at your fingertips

Now with Amadeus Service Fee Manager, an automated point-of-sale service fee calculator, you will be able to calculate your services fees with precision and maximise your revenues and productivity.

Product Description

Amadeus Service Fee Manager is an integrated point-of-sale solution for flexible and automated service fee calculation. It is compatible with any Amadeus front office and with Amadeus Master Pricer, for online sales. It is a comprehensive centrally based solution which stores, calculates and collects all distribution related service fees with matchless accuracy. Calculation is done in real-time, enabling call centre agents to communicate total price at any stage of the booking process and increasing transparency for customers. Amadeus Service Fee Manager is the ideal tool to help you secure your revenues as it enables complex fee structures and is easy to update centrally. With Amadeus Service Fee Manager you will be able to charge your customers in line with the service that you provide accurately and efficiently.

Increase productivity and reduce costs

Apply appropriately estimated service fees and avoid time consuming manual procedures with Amadeus Service Fee Manager, a fully automated solution which calculates service fees during the consultation and booking process, either during the online search (as it is integrated in Amadeus Master Pricer), or in sales performed through your agencies or call centres. The flexible and easy to use rules engine allows quick application of different sophisticated rules to different conditions.

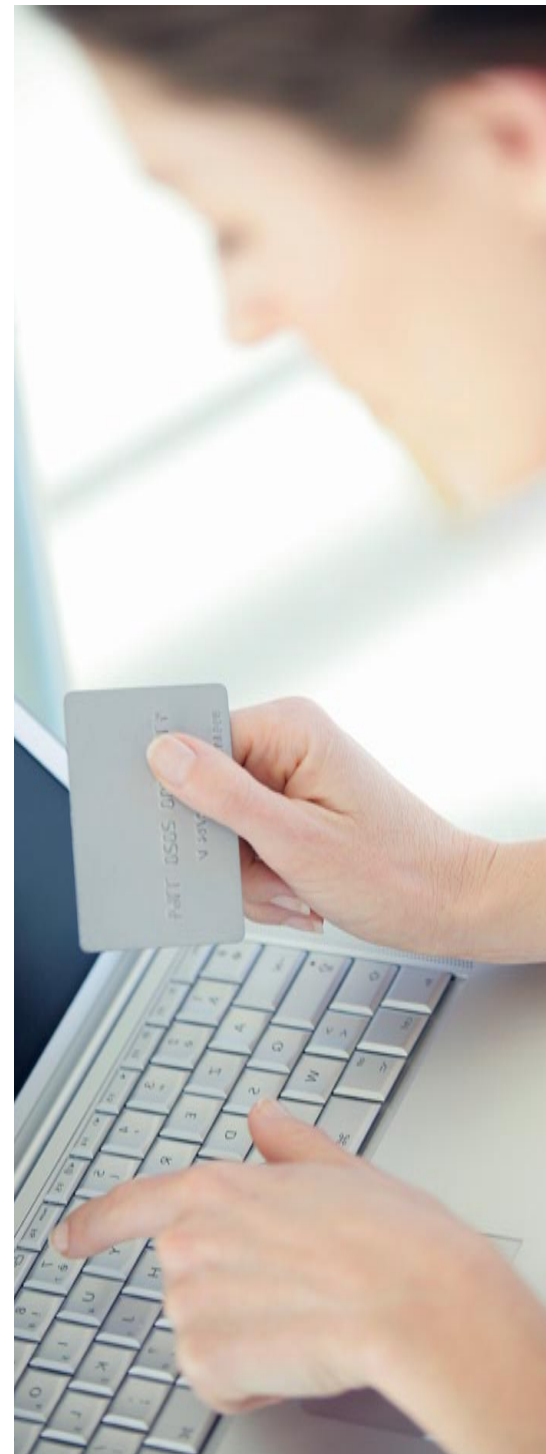
Front and back office integration is also totally seamless, thanks to the enriched Amadeus Interface Record (A.I.R). Amadeus Service Fee Manager functions with any Amadeus front office system and fee rules can be set up and maintained from a single point, reducing costs.

Improve customer service

Amadeus Service Fee Manager's real-time calculation enables your agents to provide the total and individual components of the price at any point of the consultation or booking process, increasing both transparency, when justifying fees, and customer trust. As Amadeus Service Fee Manager functions in the same way for both online and offline tools, your customers enjoy a truly seamless multichannel experience regardless of whether they purchase through your website or your call centre. Service details can be locked and stored in the PNR, allowing your agents to retrieve the data for customer proof or modification at a later stage.

Maximise your revenues

Bolster your revenues by charging service fees. Flat or percentage amounts can be applied on rates or ranges including or excluding taxes. Service fee policies can be determined based on sales channel, provider, itinerary, service level, document delivery options and other criteria. With Amadeus Service Fee Manager you can increase your revenues by fine-tuning service fees in line with your cost structure and business policies.





Features and benefits at a glance

Key Benefits	Key Features
Flexible	Compatible with any Amadeus front office as well as Amadeus Master Pricer for online sales.
Real-time calculation	Possibility to communicate the total price (service fee + fares), even in low fare searches, immediately during the sale, including in fare pricing displays and before building a reservation (PNR).
Flexible rules engine to administrate and calculate fees	Sophisticated models can be applied to different conditions such as dates, sales channel, product providers, geographical zones, service level etc. applying a variety of options such as flat, percentage, ranges, minima, and maxima amounts.
Fully integrated	Central storage of price schemes on the Fee Server. Total fee amount and fee details provided to the back office for accounting, automated invoicing and statistics.

Services & Consulting:

- > Custom development
- > Systems integrations
- > Project management
- > Support

Note:

Amadeus Service Fee Manager is a standalone product which can be integrated with Amadeus Selling Platform.



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Your technology partner

With more than 20 years experience in the travel and tourism industry, Amadeus, the world's leading provider of IT Solutions, offers products and services under four categories: **Distribution & Content**, **Sales & e-Commerce**, **Business Management**, **Services & Consulting**.
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