Amadeus created a custom desktop solution for Aviatur that increased business and customized their point-of-sale

Aviatur asked Amadeus, their preferred technology partner, to custom-build a homogeneous point-of-sale platform based on the Amadeus Selling Platform. Amadeus tailored their solution to include interfaces with their mid office system, while integrating their own profile database and content, as well as their CTI application for their call center 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
- Optimize processes & automate the point-of-sale
- Provide an integrated GUI for the mid office system
- Improve PNR consistency from reservation to ticketing
- Improve call center operations
- Increase sales & revenues

The solution

Amadeus Custom Desktop
- Amadeus Selling Platform was integrated with the company’s:
  - Mid office system
  - CTI system for call center 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 and 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 3,284 people in 37 cities.

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

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

Aviatur had been 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.

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

In addition, they were looking for ways to increase sales and revenues, as well as improve their call center operations.

Aviatur’s custom desktop solution

- Fully customized workspace
- Dynamic content push banner from Aviatur’s Intranet
- Mid office quote from Aviatur’s mid office system
- Information from Aviatur’s profile database
- Multiple language possibilities
Thanks to the Amadeus Custom Desktop, we have been able to integrate our systems with the Amadeus Selling Platform and customize 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 solution

The Amadeus Custom Desktop enables agencies to bring intelligence from non-GDS applications and databases into the front office, and to customize the agents’ desktop to a business’s specific needs.

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

Amadeus first integrated their mid office application directly into the front office system using 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 Aviatur’s quality rules.

Then, Amadeus consultants customized the platform by integrating their profile database with information about passengers and corporate customers as well as the CTI application for their call center operations. Callers are now recognized immediately and 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, Aviatur wanted their agents to be able to sell tickets directly from the Amadeus Selling Platform and when booking with other segments. Accordingly, Amadeus provided a direct access to this service, as well as to other products and services the company provides, such as their own vacation packages, leisure segments, ground services and visa requests.

Aviatur’s travel agents now have all the information they need in one place: their custom desktop.

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

Amadeus began its business consulting project by reviewing and assessing Aviatur’s requirements with the goal of recommending process improvement and point-of-sale solutions. Amadeus consultants worked with Aviatur’s management and operational teams on site to analyze 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 proposed 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 customized 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 about the improvement of their point of sale. A potential phase 2 could handle the further enhancement of their call center 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 Aviatur employees have a whole new way of working.

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 customized point-of-sale notably enables the agents to sell Aviatur’s offering more effectively, boost the agencies’ revenues, and significantly enhance their customer service.

“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.

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

Call 1.866.AMADEUS
or send an e-mail to businessstravelit@amadeus.com
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