

Amadeus Insurance

Amadeus Insurance is the ultimate cross-sell ancillary service. With access to thousands of agencies and hundreds of airlines using Amadeus technology, we can bring your insurance product to a captive audience of travel bookers around the globe.



Opportunity

The growing importance of travel insurance... the moment to seize new distribution opportunities!

Never before has travel insurance been considered such an important commodity. A volatile world, squeezed margins and a more discerning customer have created a unique opportunity for travel insurance providers to sell like never before!

Extended reach across all sales channels

Distribution through Amadeus means increased points of sales across all channels - online and offline, and the chance to compete on a global scale. Load your complete range of insurance policies, and with high impact product placements, watch your market share expand and your sales revenue grow.



Satisfy increased market demand

In today's changing world, people are looking for increased security when they travel on business or for leisure. Political unrest or an unexpected change of plan can turn the perfect trip into turmoil. This reality has converted travelling with an insurance policy from a 'nice to have' to a 'must have', creating increased demand for travel insurance policies offering all levels of cover.



Respond to the need for airlines to source new revenue streams

With reduced margins on ticket prices, airlines are looking at new ways to grow revenue. Incorporating insurance into the air booking flow not only provides airline customers with a new and important travel service, it generates additional income for airlines from booking commissions. With more than 440 bookable airlines in the Amadeus system, integrating your product into their direct sales channels represents a lucrative opportunity.



Enable travel bookers to enhance customer service delivery

Over 155,000 travel agents welcome the possibility to sell insurance to their customers. Including travel insurance in the trip plan provides travellers with instant 'peace of mind', whilst enabling agents to earn additional commission from insurance policy sales.



Connect to the world

Connecting you to a world of travel bookers... how does it work ?

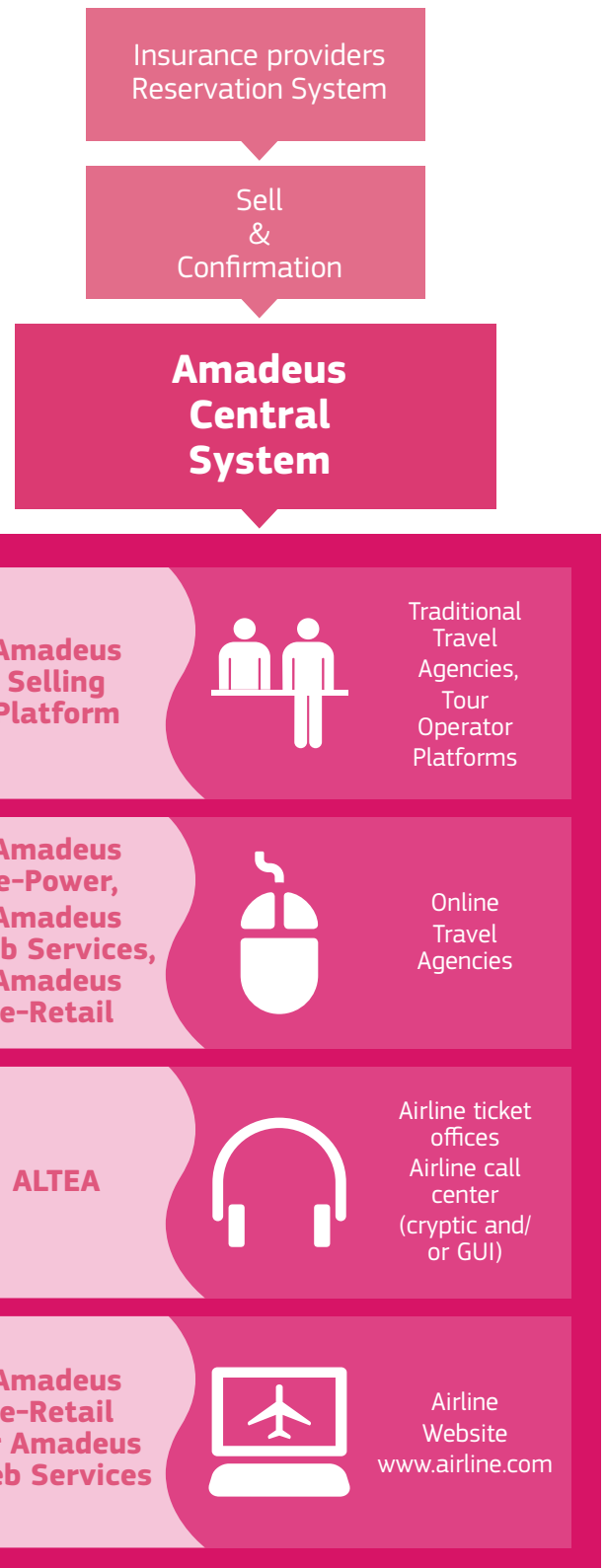
Amadeus Insurance is an automated solution that quickens and simplifies the booking process for any insurance and assistance policy. Incorporating all the necessary features to effectively sell a whole range of travel insurance policies locally and/or globally, Amadeus Insurance is rich in both content and functionality.

Travel consultants can access Amadeus Insurance from any of the certified Amadeus Platforms:

Amadeus Insurance... a multi-channel solution for travel insurance companies

Amadeus Insurance offers travel insurance companies a state-of-the-art sales platform to efficiently fulfil demand from a whole host of travel buyers. Amadeus travel insurance technology reaches multiple touch-points across the travel industry:

- Traditional travel agencies
- Airline websites
- Online travel agencies
- Ticketing offices
- Airline call centres
- Tour operator platforms



I want to load my content... what's the next step?

To become an Amadeus travel insurance provider, just follow these **5 simple steps**:

When an insurance policy request is made through any of the above Amadeus platforms, Amadeus Central System returns all available policy options and pricing from the requested insurer's reservation system, directly to the travel Booker. Once the agent has made a selection, the booking is processed in real-time, generating a unique confirmation number which is automatically integrated into the customer's passenger name record (PNR) with any other trip components.

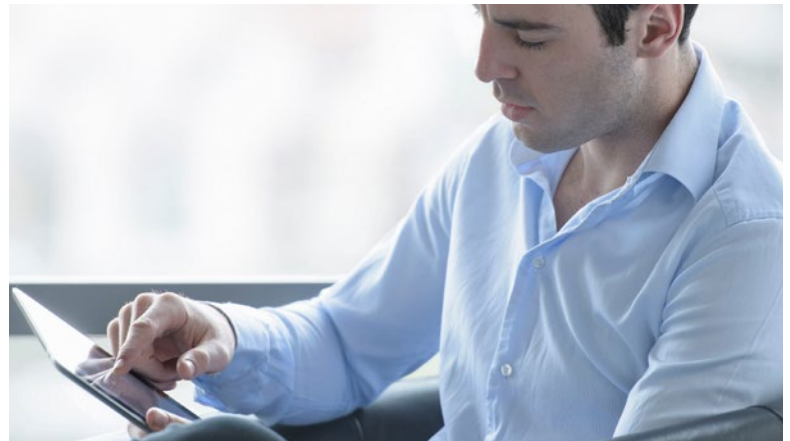
- 1 ✓ Contact us to define the scope of your travel insurance distribution and sign the necessary contractual documents.
- 2 ✓ Define the structure and content of the assistance/ insurance products you wish to distribute.
- 3 ✓ Code and load each product into Amadeus Central System.
- 4 ✓ Provide travel agencies and airline ticket offices with a license to sell your insurance products.
- 5 ✓ Start selling through the Amadeus multi-channel distribution network!



Implementation

Implementing Amadeus Insurance...what are the benefits for you?

Establishing a connection to Amadeus Insurance will result in immediate efficiency and productivity benefits for travel insurance providers. For your potential audience of travel insurance bookers, they will be able to make insurance policy purchases using a fast, intuitive and user-friendly tool that delivers both financial reward and customer service benefits.



For you

- With a single connection, instantly expand your customer base to our global audience of online and offline bookers, increasing exposure of your offering and the potential for substantial sales revenue.
- Reduce administrative costs and workload thanks to an automated, paperless reservation process.
- No on-going development expertise or investment required - once you are connected to Amadeus, you gain instant access to multiple distribution channels using the most sophisticated reservation technology.
- Achieve excellent adoption rates thanks to tactical placement of travel insurance prompts: e.g. on the Air Fare page, Purchase Page, Confirmation Page and Retrieve Page.
- Monitor booking performance with your unique set of Amadeus online sales reports.
- Receive local sales, customer service and marketing support from the Amadeus Commercial Organisations (ACOs) located in 75 countries around the world.

For your travel bookers

- Additional revenue generation from insurance commissions.
- Access insurance content from a wide range of online and offline booking solutions.
- A fast, simple reservation process - make a booking with just a few key strokes. Flexibility in designing short and long term strategy with Amadeus.
- Full and automatic integration of the insurance booking into the customer PNR, and back office systems.
- Pre-set the agency office ID to search for preferred travel insurance providers and products.
- Deliver enhanced service levels and ensure customers are travelling with full insurance protection.
- Agents and their customers can access the insurance itinerary online at any time with www.checkmytrip.com.

Did you know...?

Findings from a Forrester Thought Leadership Paper commissioned by Amadeus show that ancillary sales are expected to increase by 30% over the coming years, representing a substantial revenue opportunity for travel sellers adopting cross-sell strategies.

Amadeus market research reveals that agents can save up to 4.5 minutes when making a travel insurance reservation in Amadeus compared to non-GDS channels.

An international airline saw a return on investment within one month of implementing travel insurance on their brand website, and conversion rates of 8%. Their preferred insurance provider saw an instant growth in reservations compared to previous business generated outside the GDS environment.

Find out more: Please contact
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or visit our website for more information:
www.amadeus.com
We look forward to hearing from you!
