Today’s travellers are demanding and require a more personalised service at every stage of their journey. They expect a seamless shopping experience from their initial flight search, to booking, right through to the end of their trip. And all of that delivered on the device of their choice, - PC, tablet or mobile, - wherever they are, whenever they want.

For many years, South African Airways (SAA) was unable to fully exploit the digital sales channel. Sales in SAA’s online channel were suffering from rapid price changes and inconsistencies during the booking process. Customers had difficulty understanding different fare rules and families. Fare rules could only be set globally and could not respond quickly to specific market circumstances. This was limiting upselling opportunities for SAA and turning customers away.

In Africa, SAA’s main market, more travellers use mobile devices than traditional PCs, and developing a strategy for mobile was especially important. SAA made a decision to partner with Amadeus to develop and implement a comprehensive strategy to increase sales and revenues through the online channel, while at the same time delivering a superior shopping experience for their customers.

In October 2014, SAA implemented Amadeus e-Retail, the world’s most widely-used airline internet booking engine. This new, customer friendly, easy-to-use online interface was complemented with Amadeus Flex Pricer, a low-fare search solution, enabling SAA to easily offer the most suitable range of fares over multiple departure dates, meaning a more personalised and relevant choice for customers. To further improve their offer, SAA implemented Amadeus Ancillary Services through e-Retail in Q1 2015.

This initial phase created the springboard for the introduction of Amadeus Mobile Solutions, including Ancillary Services. With this new suite of solutions, SAA were able to improve their customers’ experience, increase revenues per booking and attract record numbers of new customers through the mobile channel.

“Since implementing Amadeus Airline Ancillary Services, more than 31% of our customers now select one or more ancillary services”

Benjamin Schubert  
Web and Mobile Manager  
South African Airways
Reliable fares data builds customer trust

Amadeus e-Retail engine and Flex Pricer, with the support of FareXpert and Amadeus Mini Rules, resolved price change inconsistencies, and allowed SAA to react promptly to market needs and increase conversion rates. This has enabled SAA to increase yields with market specific content, the annual online channel growth increasing from 3 to 20%, as clearer information on fares and conditions encourages bookings to be made with more certainty.

Going mobile

SAA needed a mobile solution that would be quick and easy to implement, flexible, and with an easy-to-use interface for customers.

Amadeus Mobile Solutions seamlessly integrates existing online services with the mobile channel, ensuring a consistent and accurate shopping experience for customers. Key features include PNR servicing and rebooking, flight information, check-in and mobile boarding pass, all customised to the SAA brand. Since its launch in May 2015, business results have been excellent. Mobile sales have reached over 12% of all sales through digital channels. Some customers have shifted to mobile from the PC, but many new customers are booking SAA for the first time with easy booking now available on their mobile device.

To increase their mobile market share further, SAA will be one of the first airlines to launch the new Amadeus mobile user interface. With its modern look and feel and optimised user experience, it is a performance leap for customers, and a new mobile booking flow is planned to be available mid 2016.

Increasing yield through ancillary service sales

Today’s airline customers expect more choice and personalisation far beyond ‘just’ the ticket. SAA set the objective to improve customer choice using Amadeus Airline Ancillary Services – offering chargeable seats, additional baggage and carbon offset credits to its customers. With seamless online and mobile integration of these key ancillary services, SAA has reduced manual administration costs, increased yield per passenger ticket sold, and improved customer service. Since its launch, over 31% of SAA customers now select one or more ancillary services when booking their flight. As a result of this implementation, the monthly ancillary services sold online went from 800 in Q1 2015 to over 17,000 in Q1 2016.

SAA is planning to introduce extra content in the near future to boost its ancillary sales even further.

“SAA annual growth through the online channel went from 3% to 20% in the first year after launching Amadeus e-Retail”

Benjamin Schubert
Web and Mobile Manager
South African Airways
An improved brand experience

An upgrade to the new version of Amadeus e-Retail enabled SAA to implement market specific products and services in 2015. This went hand-in-hand with new features, such as a booking process with fewer steps and a quicker view on all flight selections. With this enhanced customer experience, conversion rates increased by 73% comparing 2015 to 2016.

Key business results at a glance

- **Conversion rates increased by 73% comparing 2015 to 2016** with the new version of Amadeus e-Retail.
- **Mobile sales now represent over 12% of all sales through digital channels** with a conversion rate 2.4 times higher than the traditional web channel.
- **Over 31% of customers** now select one or more ancillary services.
- **Annual online sales** grew through the online channel up from 3% to 20% in first year (2014).
- **Number of ancillary services sold online** went from a monthly average of 800 in Q1 2015 to over 17,000 in Q1 2016.

It’s “customer first” for SAA

SAA is the leading airline in Africa, serving more than 70 destinations, in partnership with SA Express, SA Airlink and its low cost carrier, Mango, and is a member of Star Alliance. SAA has been the winner of the ‘Best Airline in Africa’ Award in the regional category for thirteen consecutive years and the winner of ‘Best Airline staff in Africa’ for four years. Mango and SAA hold the number one and number two successivespots as South Africa’s mostpunctual airlines.
Amadeus key product overview

**Amadeus e-Retail**
Amadeus e-Retail is the world’s most widely-used airline internet booking engine employed by more than 100 airlines. It is fully customisable to an airline’s brand and delivers superior customer experience on flight search and booking, for domestic and international flights as well as integrating travel products and services such as car rental, hotels and insurance.

**Amadeus Flex Pricer**
Amadeus Flex Pricer is a low-fare search solution, showing the best combinations of fares and flights for a given itinerary and is fully integrated with the concept of fare families.

**Amadeus Airline Ancillary Services**
Amadeus Airline Ancillary Services is an end-to-end, flexible and integrated solution that enables airlines to increase revenues by deploying their merchandising strategy throughout the entire customer journey. It allows airlines to sell any service, through any channel, at any time – maximising sales opportunities, while optimising choice and value for the customer.

**Amadeus Mobile Solutions**
This end-to-end mobile channel solution covers all stages of the journey, from booking and servicing to check-in and boarding pass issue. With easy self-service customer management for seat and meal selection, contact details, booking and paying, airline sales agents can focus time more productively on enhancing levels of customer service.

Find out more
For further information, visit amadeus.com/airlines or speak to your Amadeus Account Manager today.

**Amadeus Digital Solutions for Airlines**
For the numbers that really count