

Air France launches Amadeus Ticket Changer Shopper solution for online rebooking

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Air France deploys rebooking solution across 80 Web sites to provide travelers with control and visibility over ticket changes
- Air France's online rebookings have increased by 35 percent since implementation

Amadeus, a global leader in technology and distribution solutions for the travel and tourism industry, today announced the successful implementation of the Amadeus Ticket Changer (ATC) Shopper with Air France. The airline launched the new ticket rebooking technology in July across its 80 Web sites to allow online rebooking of tickets sold through all direct channels. The solution has proven to be successful by increasing online rebooking transactions by 35 percent in its first month. Travelers can now easily change their bookings directly on the airline's Web site.

ATC Shopper provides unprecedented flexibility for online rebooking and can process any ticket issued via Air France's online and offline sales offices. Simple revalidation is also possible for tickets sold through travel agencies connected to the Amadeus System. Available in multiple presentation formats such as XML or XHTML and in 25 languages, it can also be integrated at any stage within the booking flow, leveraging Amadeus' e-Commerce booking, servicing and merchandising engines.

Easy integration offers the airline up-sell opportunities and the ability to drive increased revenues during the rebooking process. Air France customers benefit from a unique choice of 200 ticket change options, an innovative calendar display, complete fare transparency including a breakdown of fees and charges, as well as access to all relevant travel information such as meal preferences, seating, fare class and transit details.

Stéphane Ormand, e-Development Director, Air France stated: 'We are pleased to offer a uniquely high level of flexibility to our customers when they choose to change their tickets. With Amadeus technology, we can provide automated rebooking on even the most complex itineraries and have rolled-out functionality in 13 languages across 80 Web sites. The adoption of the solution will also generate an increase in Web site visits by improving the attractiveness of our post-sale functionality which will improve our bottom line.'

Philippe der Arslanian, Global Director, Airline Direct Channel commented: 'We have perfected our online rebooking solutions since 2003 and fully integrated it with our suite of e-Commerce solutions. Today, it has been adopted by over ten of the world's leading airlines. ATC Shopper, and its successful implementation by Air France, means we will see airlines offer more convenience to their end-users, while at the same time increasing profitability.' He continued, 'In today's competitive marketplace airlines require global and sophisticated solutions, which can be deployed in a matter of weeks with the power to differentiate their offerings and deliver on cost-reduction strategies.'

About Amadeus

Amadeus is the chosen technology partner for providers, sellers, and buyers of travel. The company provides distribution, IT and point-of-sale solutions to help its customers adapt, grow and succeed in the fast changing travel industry. Customer groups include travel providers (airlines, hotels, car rental companies, railway companies, ferry lines, cruise lines, insurance companies and tour operators), travel sellers (travel agencies) and travel buyers (corporations and travelers). Solutions are grouped in four solution categories - Distribution & Content, Sales & e-Commerce, Business Management and Services & Consulting.

Amadeus has central sites in Madrid (corporate headquarters & marketing), Nice (development) and Erding (Operations - data processing centre) and regional offices in Miami, Buenos Aires and Bangkok. Amadeus maintains customer operations in 76 countries covering more than 215 markets. Amadeus employs over 7,800 employees worldwide, representing 95 nationalities.

More information about Amadeus is available at: www.amadeus.com

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