

## Новые решения в инструментах продаж для авиакомпаний в России и СНГ

Sirena Travel conference

09 November 2016

Куда бы нам еще заглянуть?



# Ты помнишь, как все начиналось?

```
SPONSORED FLIGHTS*
11LIN LCY 0755 0850 @AZ7050 C7 D7 I7 Y7 B7 M7 H7 K7 U7 TC#E90C*E
NEUTRAL DISPLAY* FR 21SEP MIL/LON
1 LIN LHR 0735 0845 AZ 226 C7 D7 IC Y7 B7 M7 H7 K7 U7 TC#32SC*E
2 MXP LGW 0740 0830 U25290 W Y 319 E
3 LIN LCY 0755 0850 @AF3700 J9 C9 Z9 Y9 B9 M9 U9 K9 H9 LC#E90C*E
4 LIN LCY 0755 0850 @AZ7050 C7 D7 I7 Y7 B7 M7 H7 K7 U7 TC#E90C*E
5 LIN LHR 0755 0900 @AA6307 J7 D0 R0 I0 Y7 B0 H0 K0 M0 L0#321C*E
6 LIN LHR 0755 0900 BA 561 J8 C1 DC RC IC Y9 B3 H0 K0 M0#321C*E
7 MXP LGW 0835 0925 @AZ7970 Y7 B4 M4 H4 K4 U4 T4 N4 S4 QC#320C*E
8 MXP LGW 0835 0925 AP 300 DC YA BA MA HA QC NA KA VA WC#320 E
*LCY -FLY DIRECTLY TO/FROM THE HEART OF LONDON - FAST* >HL1.
>
```

# ВВОДИТ НОВЫЙ СТАНДАРТ В ОПРЕДЕЛЕНИИ БРЕНДА АВИАКОМПАНИИ

Дает авиакомпании возможность наглядно показать какие именно преимущества получит клиент, выбрав именно ее предложение

Описание выбранного тарифа доступно агентам в момент выбора перевозки  
(the timing of *matching intent with content* needs to be perfect!)

В GDS доступна та же информация, что и на сайте перевозчика

Особенно важно на зарубежных рынках - повышает узнаваемость доверие к бренду авиакомпании



It's vital we continue to be thoughtful and innovative in how we design our products to meet the unique needs of our customers. The Travelport Merchandising Suite has enabled **tangible benefits** to our joint agency partners and our customers by **effectively communicating the Delta value proposition.**

*Tim Mapes  
Senior Vice President  
Marketing,  
Delta Air Lines*

# Авиакомпании предлагают – пассажиры выбирают

Количество  
багажа



Лучшая цена



Развлечения на борту



Обслуживание на борту



Оставайтесь  
на связи!

(36% всех рейсов  
глобально предлагают  
WiFi )

Новый опыт



# Тариф – набор продуктов и дополнительных сервисов

## Меню для пассажира



## Каждый бренд включает различный набор услуг и дополнительных сервисов

Business Flex	
Business Semi Flex	
Business Saver	
Premium Economy Flex	
Premium Economy	
Economy Flex	
Economy Semi Flex	
Economy Light	
Economy Saver	

Как агент может помочь пассажиру быстро и эффективно определиться с выбором?

# Rich Content and Branding поможет принять верное решение



Визуальность и информативность



Доступна та же информация, что и на сайте авиакомпании



Агент и пассажир понимают, что включено в каждый бренд



Продажа дополнительных сервисов = дополнительная выручка



Увеличение среднего тарифа



Покажите, чем вы отличаетесь от конкурентов







# Более 180 авиакомпаний - участников



## Что говорят агенты

Чем больше информации авиакомпания дает нам, тем легче продавать.  
The more info an airline gives us, the more sales we can do  
(Portman Travel)

Мы увидели значительное увеличение продаж более высоких тарифов уже в первые несколько недель  
We have seen a significant increase in upsells in the first few weeks which we are happy with  
(Viva.com)

Значительно сократилось количество звонков в авиакомпанию.  
We have seen an overall reduction in call times as a result of having this content within our work flow  
(Southall Travel)

Предложить следующий по уровню тариф стало гораздо легче.  
Branded Fares makes upselling from no-bags to bags-included fares much easier  
(Kuoni Travel)

Lets take a test flight



Travelport Smartpoint - Window 1

A B C D E MYCONNECTION ON 325E

APPLICATION TERMINAL HISTORY WINDOW PNR SEARCH SELL TOOLS HELP

NO B.F. TO DISPLAY - CREATE OR RETRIEVE FIRST




1-I  
IGNORED  
>

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MP  
☰  
↗

TQ 0  
MQ  
QCT  
P  
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\*\*\*  
FS

98% 10:00 07/11/2016

# Обзор услуг российских авиакомпаний - участников

	Bags allowance	Rebooking	Refunds	Miles	Meals	Upgrades	And more!
	✓	✓	✓	✓	✓	✓	✓
	✓	✓	✓	✓	✓	✓	✓
	✓	✓	✓	✓	✓	✓	✓

# Контент легко попадает в системы через онлайн портал и дистрибутируется на разные платформы из единого источника



```
>1.1 TRAVELLER/SMARTMRS  
1. A3 608 K 23SEP ATHLHR  
2. A3 609 K 27SEP LHRATH  
** FILED FARE DATA EXISTS *  
** EMAIL ADDRESS EXISTS **  
FONE-ATHB*013385736547005  
ADRS-15 PANDROSSOU*ATHINA*G  
FOP -NONREF  
TKTG-T*  
>
```

Cryptic

Smartpoint

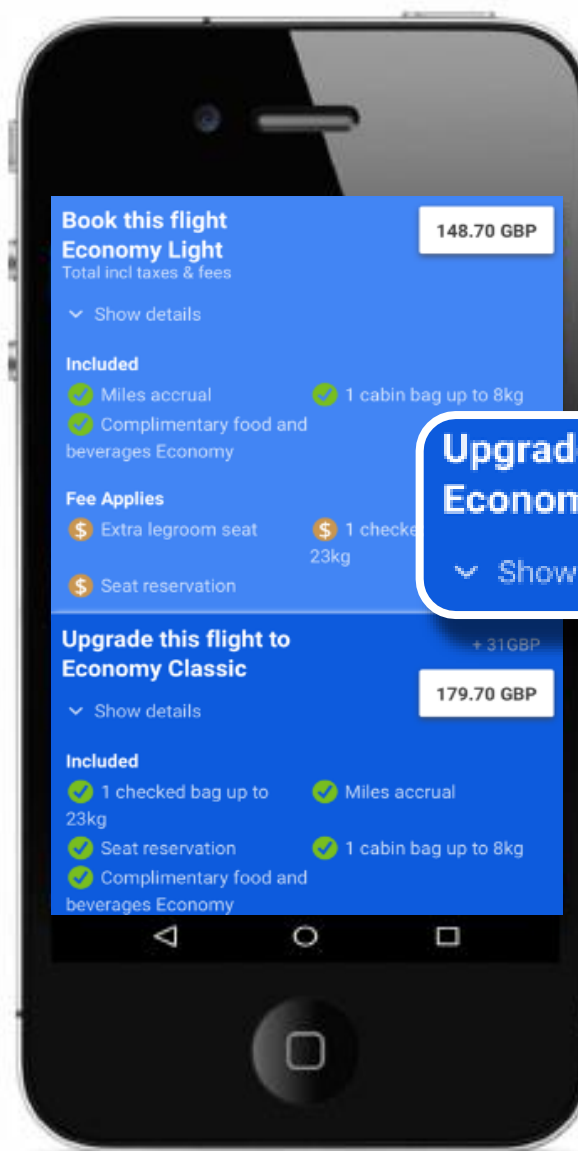
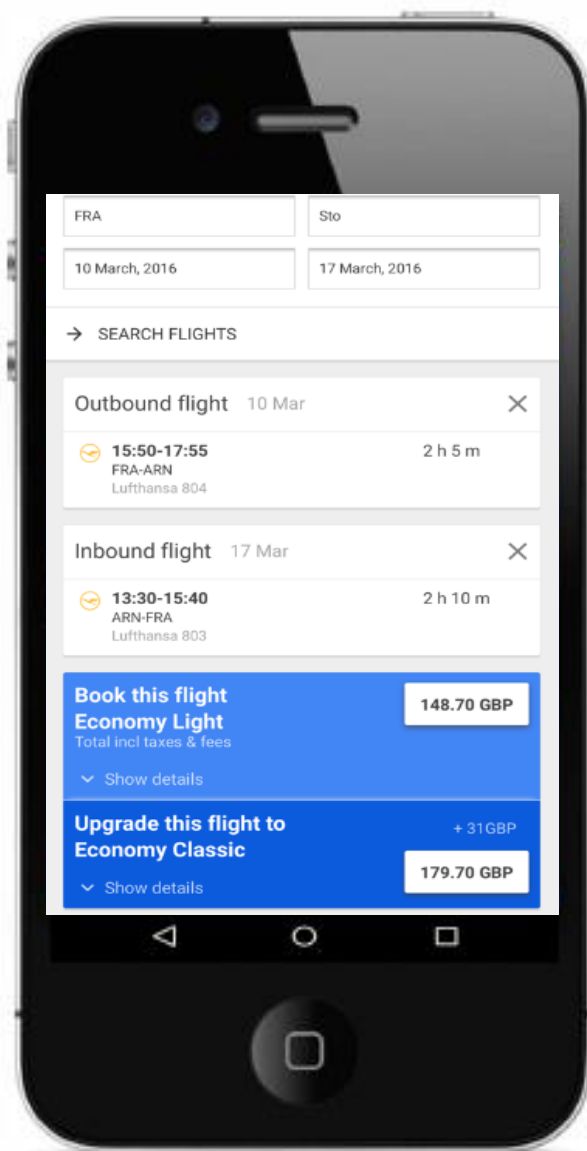


Mobile



UAPI / online

# Rich Content and Branding в мобильных приложениях





# Пример ОТА

**viva.gr** Online Services <

**Flights** Ferries Payments +

---

**Air Tickets**  
[New Search](#)

**Filters**

**Price**

140 1,045

**Stops**

Direct  1 Stop  2+ Stops

**Airlines**

[Check All](#) | [Uncheck All](#)

With the same airline 342.40 € 10

British Airways 139.96 € 16

Finnair 223.47 € 18

**Baggages**

Free baggage

Without Baggage

All Baggage options

**Pay Methods**

Card / Viva Wallet

Cash

**Hours**

from **Helsinki:**

Departure

05:45 17:30

Arrival

### Flights from Helsinki (Finland) To London (United Kingdom) Round Trip

Departure Friday, 16 September 2016 | Return Thursday, 29 September 2016  
Passengers Adults: 1

1 Results 2 Passengers 3 Payment 4 Confirmation

#### Step 1: Results

All Flights +/- 3 days

All Flights	British Airways	Finnair	Combined
Direct Flight	<a href="#">139.96</a>	<a href="#">223.47</a>	<a href="#">342.40</a>
Stopover flight	-	-	-

Sort by: [Airline](#) [Departure](#) [Arrival](#) [Duration](#) [Stops](#) [Price](#)

**1st Alternative** 139.96 €

**Outgoing** Friday, 16 September 2016

Airline	Departure	Arrival	Duration	Stops	Details
British Airways	Helsinki 17:10	London 18:20	3h 10m	-	<a href="#">Details</a>

**Return** Thursday, 29 September 2016

Airline	Departure	Arrival	Duration	Stops	Details
British Airways	London 11:25	Helsinki 16:20	2h 55m	-	<a href="#">Details</a>
British Airways	London 18:40	Helsinki 23:35	2h 55m	-	<a href="#">Details</a>

**Continue**

**viva.gr** Online Services <

**Flights** **Ferries** **Payments**

### Flights from **Helsinki (Finland)** To **London (United Kingdom)** Round Trip

Departure Friday, 16 September 2016 | Return Thursday, 29 September 2016  
Passengers Adults: 1

1 Results 2 Passengers 3 Payment 4 Confirmation

#### Step 2: Passengers

**139.96 €**

**Outgoing** Friday, 16 September 2016

Airline	Departure	Arrival	Duration	Stops	Details
British Airways	<b>Helsinki</b> 17:10	<b>London</b> 18:20	3h 10m	-	<a href="#">Details</a>

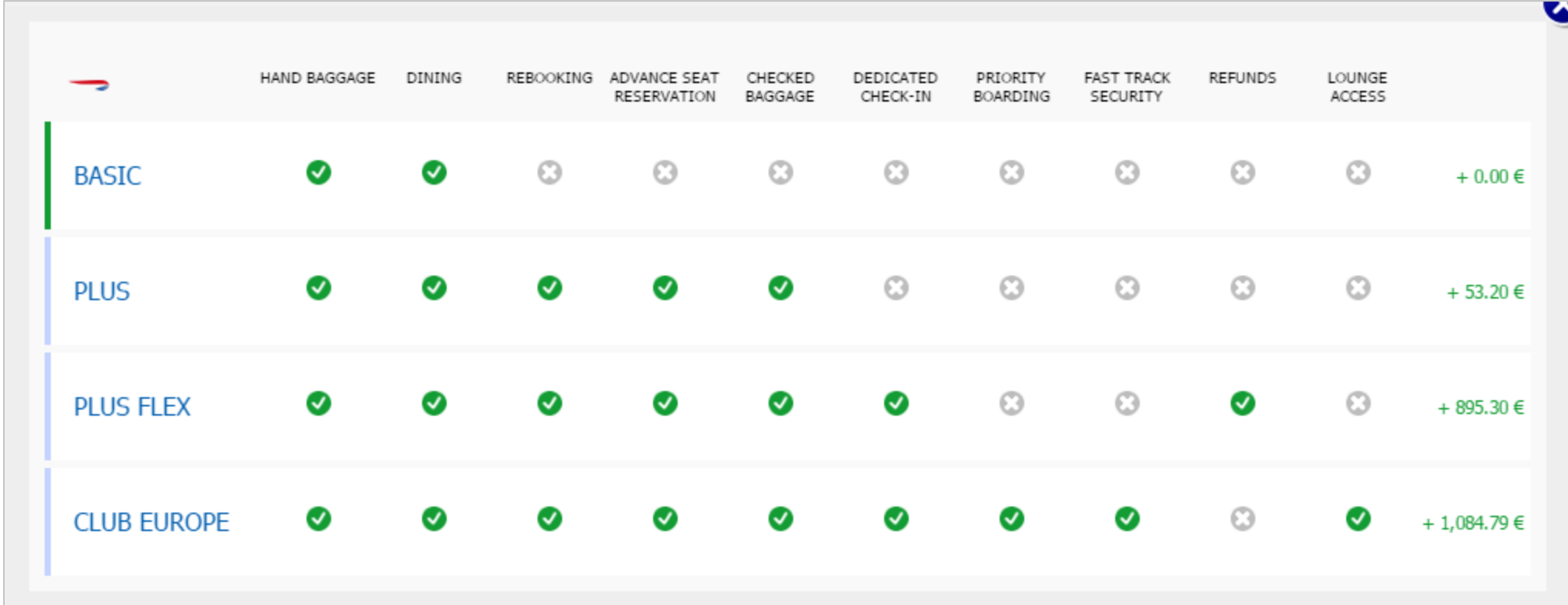
**Return** Thursday, 29 September 2016


Airline	Departure	Arrival	Duration	Stops	Details
British Airways	<b>London</b> 11:25	<b>Helsinki</b> 16:20	2h 55m	-	<a href="#">Details</a>

**NEW // Upgrade your fare with more options!**

- BASIC** [Details](#) + 0.00 €
- PLUS** [Details](#) + 53.20 €
- PLUS FLEX** [Details](#) + 895.30 €
- CLUB EUROPE** [Details](#) + 1,084.79 €

# Пример ОТА



	HAND BAGGAGE	DINING	REBOOKING	ADVANCE SEAT RESERVATION	CHECKED BAGGAGE	DEDICATED CHECK-IN	PRIORITY BOARDING	FAST TRACK SECURITY	REFUNDS	LOUNGE ACCESS	
 BASIC	✓	✓	✗	✗	✗	✗	✗	✗	✗	✗	+ 0.00 €
PLUS	✓	✓	✓	✓	✓	✗	✗	✗	✗	✗	+ 53.20 €
PLUS FLEX	✓	✓	✓	✓	✓	✓	✗	✗	✓	✗	+ 895.30 €
CLUB EUROPE	✓	✓	✓	✓	✓	✓	✓	✓	✗	✓	+ 1,084.79 €

# Контент доступен на 18 различных языках

English



French



Russian



Spanish



Portuguese



Portuguese  
(Brazil)



Bulgarian



Catalan



Chinese  
(simplified)



Chinese  
(traditional)



Greek



Hebrew



Italian



Korean



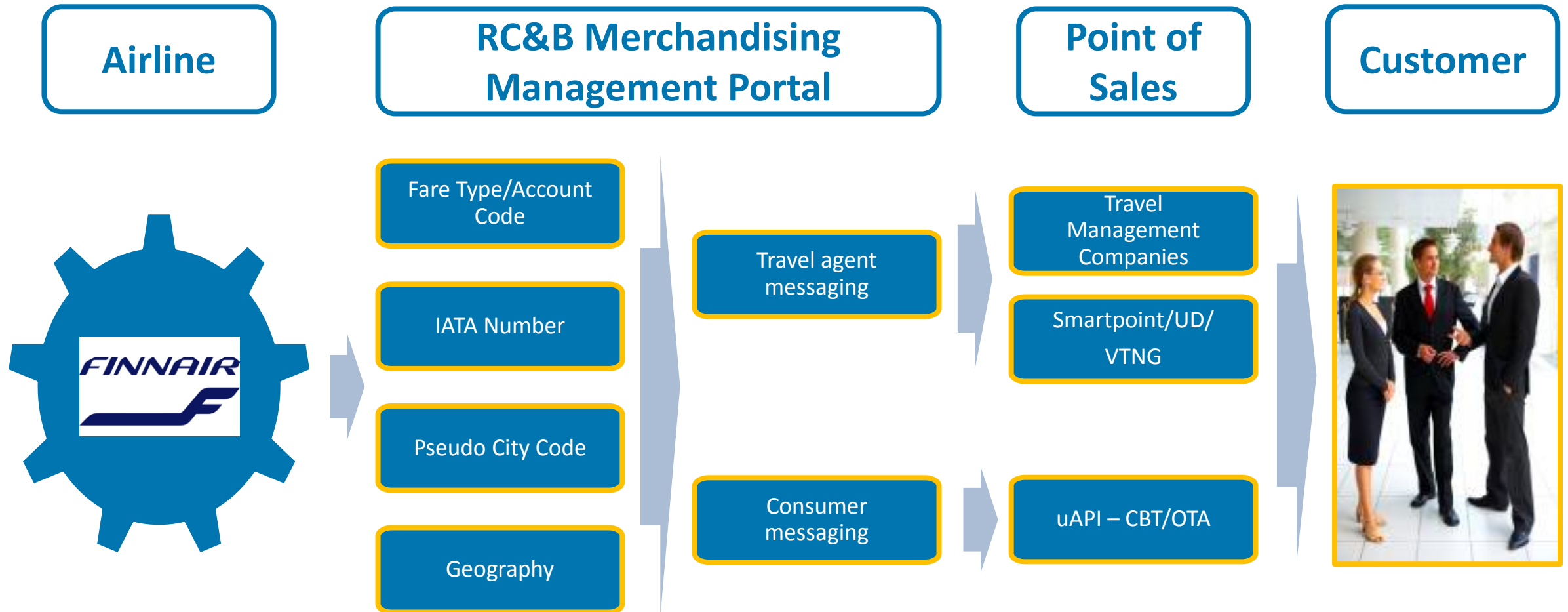
Arabic



German



# Возможность персонализации контента для корпоративных клиентов



# Пример специального предложения LH для Continental tyres

Co branding

## Continental AG Economy Deal

Fares within policy for employees of Continental AG.  
(example for illustrative purposes only)

- Special rules on changes and refunds.
- Earn miles for Continental employees.
- Special airport to city/office transfer arrangements for Continental employees.
- Check in 2 bags.
- Lufthansa is an environmentally sustainable, responsible industry leader.
- Pre reserve your preferred seat in advance.
- Lounge access available.

\$1338.00

JFK-FRA

FRA-JFK

**Ancillaries** Included ancillaries in the Brand.  
Additional ancillaries available after booking.



Check in two bags



Sustainable, responsible  
airline industry leader



Continental ground transfer



Complimentary WiFi on  
board

Total: \$1338.00



CLOSE

ADD TO CART

Highlight  
benefits of  
corporate deal

Full  
transparency  
of extras

# Пример специального предложения авиакомпании конкретному агенту

**Brands and Ancillaries**

LHR>BAH | BAH>DEL | DEL>BAH | BAH>LHR

Economy W Class (W)  
Included

**Economy S Class (S)**  
+12.000 BHD

Economy Other Classes (N)  
+23.000 BHD

Falcon Class (C)  
+610.000 BHD

**Currently Selected Economy S Class**

**+12.000**  
BHD EXCLUDING TAX

1 ADT 51.000

\*\*\*\*\*  
S Class net fares for Southall Travel.  
\*\*\*\*\*

- Changes permitted for a fee.
- Generous 30 kg baggage allowance.
- Wide selection of meals.
- In flight entertainment with seat back monitors on most aircraft.
- Purchase access to the Gulf Air lounge at Heathrow for an additional small fee. Pay on arrival at the lounge.

**Ancillaries** Additional ancillaries available after booking. Prices are approximate.

- Economy Class Meals Included
- Economy Class 30KG allowance Included
- Sky Nanny Included
- Inflight Falcon Entertainment Included
- Falconflyer Miles Included
- Special Meals Included
- Lounge Access From 20 GBP

ORIGINAL SELECTION INCLUDING TAX: 264.000

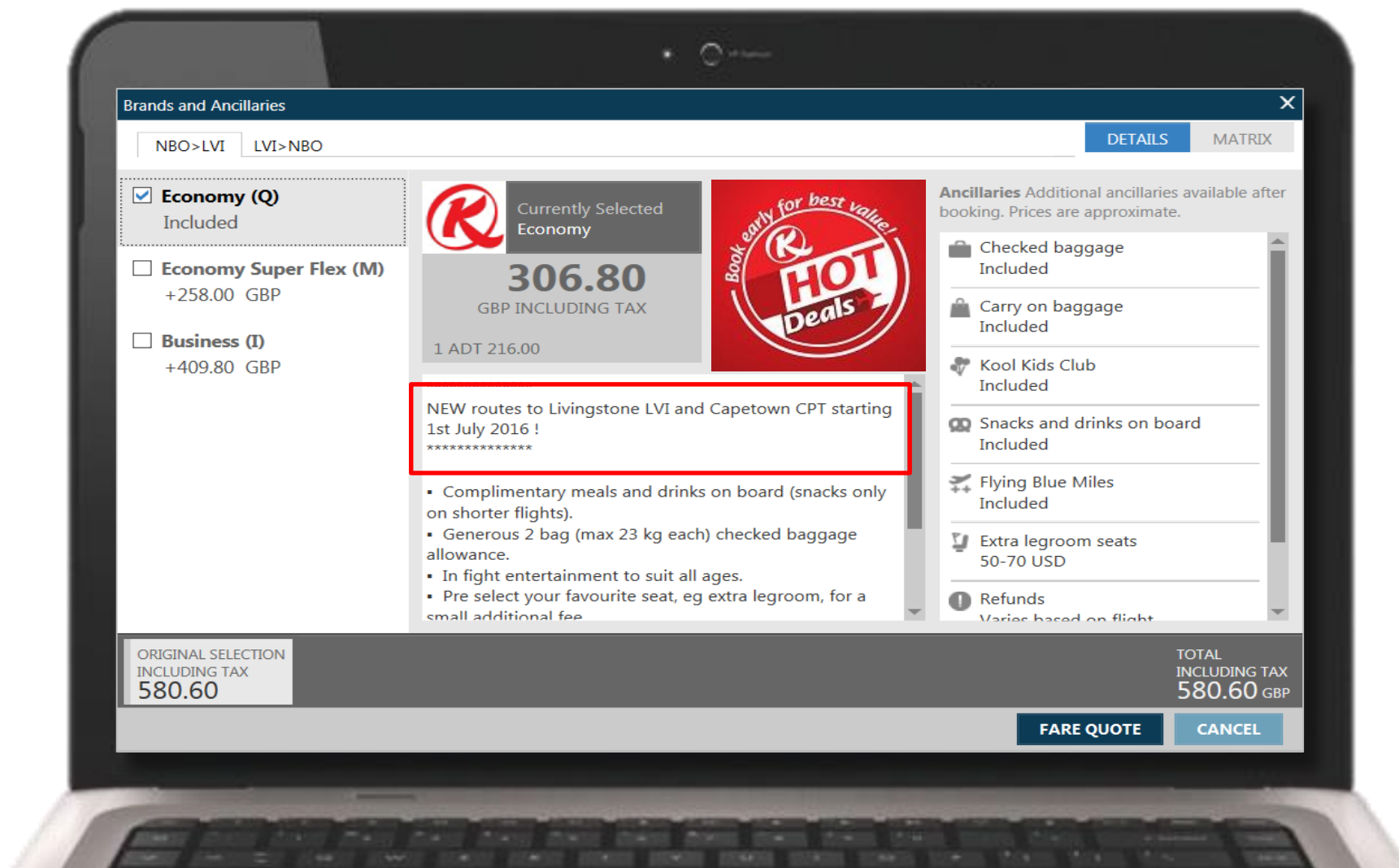
LHR>BAH, BAH>DEL \* + 12.000

SUBTOTAL EXCLUDING TAX: 276.000 BHD

All prices excluding Fees and Discounts.  
\*Excluding Tax

FARE QUOTE | CANCEL

# Помощь в продвижении специальных тарифов





Thank you!



Brands and Ancillaries ✕

SVO>ASF   ASF>SVO
DETAILS
MATRIX

Tuesday, 01 November 2016 , SVO 0335 > ASF 0650 | **SU 1174** operated by Aeroflot Russian Airlines


**Economy Saver (E)**  
🔒 Included

**Eco Classic (E)**  
🔒 +13.00 GBP

**Eco Flex (B)**  
+214.00 GBP

**Business Classic (Z)**  
🔒 +232.30 GBP

**Business Flex (Z)**  
🔒 +305.30 GBP



Currently Selected  
Business Classic

+232.30

GBP INCLUDING TAX

1 ADT 244.00

\*\*\*\*\*


Awarded SKYTRAX 4 Star Rating

\*\*\*\*\*


Included in your Business CLASSIC fare:

- 2PCs free checked baggage (max 32kg and 158cm each)  
+ 2 free carry on bags (max 15kg each).
- Bonus miles = 150%.
- Rebooking permitted free of charge.
- Refunds permitted for an additional fee.


**Ancillaries** Additional ancillaries available after booking. Prices are approximate.

 Refunds  
Included


---

 Checked baggage  
Included


---

 Fast track  
Included


---

 Hand baggage  
Included


---

 Spacious Business Class seating  
Included

---

 Child discount  
Included

---

 Lounge access  
Included

ORIGINAL SELECTION INCLUDING TAX  
**103.60**

+

SVO>ASF \*  
**232.30**

TOTAL INCLUDING TAX  
**335.90** GBP

All prices excluding Fees and Discounts.

FARE QUOTE
CANCEL

Brands and Ancillaries ✕

SVO>ASF

ASF>SVO

DETAILS

MATRIX

Tuesday, 01 November 2016 , SVO 0335 > ASF 0650 | **SU 1174** operated by Aeroflot Russian Airlines


**Economy Saver (E)**  
🔒 Included

**Eco Classic (E)**  
🔒 +13.00 GBP


**Eco Flex (B)**  
+214.00 GBP

**Business Classic (Z)**  
🔒 +232.30 GBP

**Business Flex (Z)**  
🔒 +305.30 GBP



Currently Selected  
**Business Classic**



+232.30

GBP INCLUDING TAX

1 ADT 244.00

\*\*\*\*\*

Awarded SKYTRAX 4 Star Rating

\*\*\*\*\*

Included in your Business CLASSIC fare:

- 2PCs free checked baggage (max 32kg and 158cm each)
- + 2 free carry on bags (max 15kg each).
- Bonus miles = 150%.
- Rebooking permitted free of charge.
- Refunds permitted for an additional fee.

**Ancillaries** Additional ancillaries available after booking. Prices are approximate.

! Refunds  
Included

🧳 Checked baggage  
Included

🛡️ Fast track  
Included

🧳 Hand baggage  
Included

🪑 Spacious Business Class seating  
Included

👤 Child discount  
Included

★ Lounge access  
Included

ORIGINAL SELECTION INCLUDING TAX  
**103.60**

+

SVO>ASF \*  
**232.30**

TOTAL INCLUDING TAX  
**335.90 GBP**

All prices excluding Fees and Discounts.

FARE QUOTE

CANCEL

# S7 - back up slide 1/2

### Brands and Ancillaries

Please note that a name is required to store quoted fares.

DME>LED | LED>DME

Wednesday, 01 February 2017 , DME 0750 > LED 0925 | **S7 47** operated by Siberia Airlines

**Economy Flex (O)**  
Included

**Business Basic (D)**  
+218.00 GBP

Upgrade to Business Basic for more comfort and greater baggage allowance

**ALL OPTIONS**

**S7** Currently Selected Economy Flex

**48.20**  
GBP INCLUDING TAX

1 ADT 36.00

Economy Flex is suitable for those traveling in the company of family or because the price includes free baggage allowance of 1 piece of luggage weighing up to 23 kg in addition to the hand baggage and the choice of seats in the cabin.

Also the fare allows you to make changes without fees in the ticket before departure.

- Snacks / Hot meals.
- Hand luggage 10 kg, up to 55x40x20 cm.
- Checked baggage 1 bag 23 kg

**Ancillaries** Additional ancillaries available after booking. Prices are approximate.

- Change after departure Included
- Change before departure Included
- Refund after departure Varies based on flight
- Refund before departure Varies based on flight
- Advance seat reservation Varies based on flight
- Extra space seat Varies based on flight
- Upgrade to Business Lounge

ORIGINAL SELECTION INCLUDING TAX  
**96.40**

TOTAL INCLUDING TAX  
**96.40** GBP

**FARE QUOTE** **CANCEL**

# S7 - back up slide 2/2

### Brands and Ancillaries

Please note that a name is required to store quoted fares.

DME>LED   LED>DME   [DETAILS](#)   [MATRIX](#)

Wednesday, 01 February 2017 , DME 0750 > LED 0925 | **S7 47** operated by Siberia Airlines


---

**Economy Flex (O)**  
Included

**Business Basic (D)**  
+218.00 GBP

Upgrade to Business Basic for more comfort and greater baggage allowance

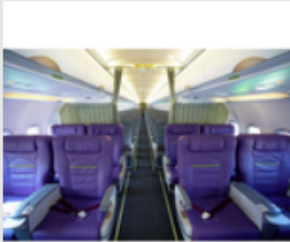
[ALL OPTIONS](#)



Currently Selected  
Business Basic

**+218.00**  
GBP INCLUDING TAX

1 ADT 254.00



This fare is for travelers who like accuracy and efficiency. Passengers can enjoy the comfort of business class on a plane, and not overpay for the business lounge.

Tickets purchased at this fare are non-refundable, any changes to the route are subjected to fees.

- Special menu and drinks.
- Hand luggage 15 kg, up to 55x40x20 cm.
- Baggage 1 bag 32 kg.
- Seat choice

**Ancillaries** Additional ancillaries available after booking. Prices are approximate.

- Advance seat reservation  
Included
- Fast track  
Included
- Priority check in  
Included
- Change after departure  
Varies based on flight
- Change before departure  
Varies based on flight

---

ORIGINAL SELECTION INCLUDING TAX <b>96.40</b>	<b>+</b> DME>LED * <b>218.00</b>	TOTAL INCLUDING TAX <b>314.40</b> GBP
--	-------------------------------------	--

All prices excluding Fees and Discounts.

[FARE QUOTE](#)   [CANCEL](#)

# UT - back up slide 1/2

### Brands and Ancillaries

Please note that a name is required to store quoted fares.

TJM>VKO VKO>TJM DETAILS MATRIX

Wednesday, 01 February 2017 , TJM 0715 > VKO 0800 | **UT 454** operated by UTAir Aviation JSC

**Economy Light (K)**  
Included

**Economy Standard (K)**  
+500 RUB

**Economy Flexible (K)**  
+2500 RUB

**Business Flexible (A)**  
+30250 RUB

**UTair** Currently Selected Economy Light

**2695**  
RUB INCLUDING TAX

1 ADT 500

Included in your ECONOMY LIGHT ticket:

- One carry on bag max 10KG, 55x40x20CM.
- Any other baggage must be paid for at check in.
- Fare is non refundable.
- Changes are not permitted.

If the flight will be operated by another airline the the onboard product or service might be different.

**Ancillaries** Additional ancillaries available after booking. Prices are approximate.

- Hand baggage  
Included
- Mileage accrual  
Included
- Upgradeable fare  
Included
- 1 Checked bag  
From 2000 RUB
- Sports equipment  
Varies based on flight
- Lounge access  
Varies based on flight
- Priority check in and boarding

ORIGINAL SELECTION INCLUDING TAX  
**5348**

TOTAL INCLUDING TAX  
**5348** RUB

FARE QUOTE CANCEL

# UT - back up slide 2/2

### Brands and Ancillaries

Please note that a name is required to store quoted fares.

TJM>VKO VKO>TJM DETAILS MATRIX

Wednesday, 01 February 2017, TJM 0715 > VKO 0800 | **UT 454** operated by UTAir Aviation JSC

**Economy Light (K)**  
Included

**Economy Standard (K)**  
+500 RUB

**Economy Flexible (K)**  
+2500 RUB

**Business Flexible (A)**  
+30250 RUB

**UTair** Currently Selected Business Flexible

**+30250**  
RUB INCLUDING TAX

1 ADT 30750

Included in your BUSINESS FLEXIBLE ticket:

- Seat in the front rows.
- Two carry on bags max 10KG each, 55x40x20CM.
- Two checked bags max 32KG each, 203LCM.
- One piece of checked sports equipment such as skis.
- Rebooking or cancellation against an additional fee.
- Prebook your preferred seat in advance for an additional fee.

If the flight will be operated by another airline the the

**Ancillaries** Additional ancillaries available after booking. Prices are approximate.

- Hand baggage Included
- Sports equipment Included
- 2 Checked bags Included
- Mileage accrual Included
- Lounge access Included
- Advance seat reservation Included
- Seat in the front rows

ORIGINAL SELECTION INCLUDING TAX **5348**

TJM>VKO \* **+30250**

TOTAL INCLUDING TAX **35598** RUB

All prices excluding Fees and Discounts.

FARE QUOTE CANCEL

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