

An Automated Tool for Reward Redemption Travelport Rewards



Is there a faster, more efficient method for redeeming reward travel?

Reward travel is a valuable perk for travellers and it goes a long way in building airline loyalty, but the redemption process can be time consuming for airlines and travellers alike. In fact, reward redemptions are one of the most costly transactions for airlines to process, yet they typically generate the least amount of revenue. Airline call centres and ticketing locations experience extended call-handling times when processing redemptions and related queries, taking staff away from new sales opportunities.

If you're exploring ways to make this process more rewarding for all involved – including your customers and your airline – consider automating your redemption programme with a solution exclusively built with and for airlines.

EASY AND REWARDING FOR YOUR CUSTOMERS – COST-EFFECTIVE FOR YOUR AIRLINE

- > Automate reward travel redemption with the same proven technologies that are used for shopping and booking revenue travel
- > Let the low-fare shopping leader, Travelport e-Pricing, speed your process, applying 'lowest available' search logic to every redemption request
- > Significantly reduce your costs associated with reward travel redemption
- > Give your frequent travellers a fast and effortless experience by automating reward redemption through both your Web site and call centre
- > Free up call centre staff to focus on higher revenue opportunities by giving them a tool that eliminates the multiple entries needed to search and redeem reward inventory
- > Stay on the leading edge of traveller self-service technology by allowing your customers to shop and book their own reward seats via your Web site
- > Include inventory from your reward partner airlines to increase availability and customer satisfaction
- > Offer your customers choice and foster their loyalty with a variety of mileage redemption options available (cash & miles, cabin upgrade, miles)



Automate and simplify reward redemption with Travelport Rewards

If you choose to automate this time- and labor-intensive process, you need a proven technology that can be tailored to your unique programme, processes and channels. Travelport Rewards exceeds all of these requirements. Built for a major airline, Travelport Rewards has been in use globally since 2003. It is easily deployed across multiple channels, including use in both internal airline environments and on airline Web sites as a valuable customer self-service tool.

Our technology uniquely combines the power and reach of Travelport e-Pricing™, the global leader in low-fare shopping technology, with fares filed through Airline Tariff Publishing Company (ATPCO) – to automate the reward shopping and booking process.

A perfect fit for your Web site

Travelport Rewards can be easily deployed to your Web site using XML messaging. By deploying the technology online, you enable your valued frequent customers to quickly and easily search and book their own reward seats 24 hours a day, in a user-friendly calendar environment that offers a full month view of available reward travel dates.

This welcome benefit delivers a satisfying customer experience, greatly increases your efficiency and lowers your operating costs. As with any customer self-service technology, Travelport Rewards significantly decreases or eliminates the need for your travellers to request agent intervention, thereby relieving your staff from a time-consuming manual process.

How does Travelport Rewards technology make your process easy?

Displaying your reward inventory through the automated Travelport Rewards system is as simple as filing new ATPCO

fares (Category 25) defined for specific reward classes as mileage amounts. When your call centre agents or customers go shopping to redeem rewards, Travelport e-Pricing goes to work and instantly finds your available reward inventory and displays prices for those flights as mileage amounts rather than fares. Rewards are bookable from the displays.

Broad capabilities and utmost flexibility to meet your precise needs

Just like with fares, you have the flexibility to support your inventory and market differentiation by adjusting reward mileage levels associated with your inventory. You can also tailor availability based on your programme and your travellers' frequent flyer status.

Your customers benefit from the flexibility of Travelport Rewards, too, with a generous array of choices that build satisfaction and loyalty, all while reducing costs for your airline. Specific travel dates can be shopped based on transaction types, including Full Miles (traditional reward shopping), Combination Programs (reward miles combined with cash), and Upgrade to Next Cabin. Varied mileage levels make reward seats easier to find. The system is able to distinguish cabin seating, and a variety of itinerary choices can be shopped at one time.

A leading technology designed specifically for airlines

There are many valuable features that make Travelport Rewards a win-win solution for you and your customers. Our goal is to provide tools that lower your costs and increase your revenues in a highly competitive environment. Travelport Rewards is another example of how we work with airlines to build solutions that answer unique needs. Learn more today.



Airline

Dramatically improved the reward shopping experience

For more information about how Travelport Rewards can reduce your costs and improve customer satisfaction, contact your Travelport Account Manager or send an e-mail to: airline.marketing@travelport.com