

Flygpoolen benefits from 100% increase in bookings

Customer

Flygpoolen

Channel

Online Travel Agency

Product

Travelport Search Control Console



Achievements

100% increase in bookings

Dramatically improved

Look to book
ratio

Company profile

Employees

35

Years in business

18yrs

Region

Scandinavia

Flygpoolen is one of Sweden's largest privately owned travel industry companies, operating its Online Travel Agency (OTA) throughout the Scandinavian region. Alongside sister brands Flightfinder and Travelstore, Flygpoolen is one of the most competitive agencies in the OTA market, competing against a number of local and regional agencies that predominantly use metasearch providers - the dominant channel for customer acquisition.

The challenge

The metasearch channel is a relatively expensive marketing channel, partly due to the different payment methods the metasearch providers impose. To ensure any return of investment on the different payment methods, OTAs need to be able to offer competitive, fast and relevant search results to their customers.

In addition, many agencies using the metasearch channel experience a high look to book ratio. As a result, they often find that airline partners restrict their access to updated availability data if the agency doesn't sell that supplier's content (book) despite multiple searches (look).

Flygpoolen has the experience and knowledge to optimally position airline content to create traffic on its website. However, the agency needed a tool to easily control the content and adapt the search responses to metasearch providers. As a result, they turned to Travelport's Search Control Console.



The solution

The implementation of Travelport Search Control Console was a simple solution for Flygpoolen. Search Control Console is a web-based content management tool that enables Travelport customers to take greater control over the airline content returned in their search responses. It empowers agencies to differentiate their business, and offer relevant contextual content to their customers, whatever their travel preferences. The delivery of relevant content promotes conversion and boosts commercial deals. It also reduces the need for costly and time-consuming in-house development – all of which helps to drive revenue and increase profitability.

Recent developments in the areas of usability and control mean that Travelport Search Control Console rules can now be applied to up to 99 channels within a single PCC (pseudo city codes). Further improvements include the introduction of an override option and enhanced capabilities for blocking airlines.

“We have enhanced Travelport Search Control Console to allow rules to be applied across multiple channels within a single PCC/SID. A specific channel ID is sent with a search request, enabling customers to easily tailor their responses to their specific business needs.”

David Moore,
Product Manager, Travelport

“These channel-specific rules enable agencies to customize content for metasearch requests, or for specific devices such as mobile, for example. It can even be used for persona groups, such as families or business travelers.”
David Moore explains.

The results

Transferring the knowledge and wishes of the experienced Flygpoolen team to the easy-to-use rules in the Search Control Console was completed in a couple of days. Now the agency is self-sufficient – and it has already witnessed some fantastic results.

“The introduction of Search Control Console has significantly exceeded our expectations,” says Andreas Delin, Business Development Manager at Flygpoolen.

“We are seeing a 100% increase in bookings in our major market and a significant improvement in our look to book ratio, which will improve our standings with our airline suppliers.”

Andreas Delin
Business Development Manager at Flygpoolen

He adds, “Setting up rules in the Travelport Search Control Console is easy and intuitive. Previously, we would have to manage the handling of rules and exceptions through our developers. Now, the tool is in the hands of our commercial decision makers and within 10 minutes, an important business decision can be active on search requests.”

Delin explains that the introduction of the solution for multiple channels on one PCC will make the tool even more valuable to Flygpoolen’s business. The agency will now be able to tailor its search requests to specific metasearch providers, as content and conversion can vary across the channel.



To learn more about how branded fares and ancillaries can help your agency increase conversion and upsells, contact your Travelport representative or visit us at travelport.com/platform