

A win-win for Skylord, their customers and the airlines

Customer
Skylord Travel

Channel
Online Travel Agency

Product
Branded fares via
Travelport Universal API



Size of business

£70 million

Number of segments

160,000
per annum

Company profile

Number of employees

120

Number Sub-agents

400+

Country

U.K.

Years in business

33yrs started in 1983

The traveler says...

"I travel to India four or five times a year for both leisure and business," says frequent traveler, Mr. Sachin Pattni. "I am quite familiar with the airlines' services but was really surprised when visiting Skylord Travel's website to discover that Air India offers a limousine service to their business class customers. On the Skylord site you can view all the services that are included for the different fare types offered by the airline. This helps me make a better choice when I book my travel," adds Pattni.

"I was about to book my flight on Etihad Airways to Bangkok," says traveler, Mr. Paul Harper. "On the confirmation page, I was offered the opportunity to upgrade to a "Saver Fare" for a small charge. This meant I could use the points I've previously earned to upgrade my ticket to business class. The original fare I selected would not have allowed an upgrade. The information was presented clearly, and upgrading my fare before completing my booking was very straightforward," adds Harper.

Skylord Travel says...

"We have been in the travel business for 33 years, and our focus has been serving travel agents and retail clients across the UK with fares and ticketing services," says Ujjwal Sehgal, Director, Skylord Travel Plc. "With the introduction of branded fares, we have really improved our service. We want to be innovative and offer our agents and customers the same information for relevant travel alternatives that they would have previously received on the airline's website. We are also expanding rapidly into the consumer

“Travelport’s branded fares gives us the opportunity to display the choice of travel services that suits our customers’ needs and ensure they will return to Skylord for their next booking. It’s a win-win-win solution for Skylord, our customers, and the airlines.”

Ujjwal Sehgal,
Director, Skylord Travel Plc

online travel space. We want to have a higher conversion than the norm, and we want to compete by offering the same quality of information as the airlines show on their sites. With the introduction of branded fares we have an opportunity to display the choice of travel services that suits our customers’ needs and ensures they will return to Skylord for their next booking.”

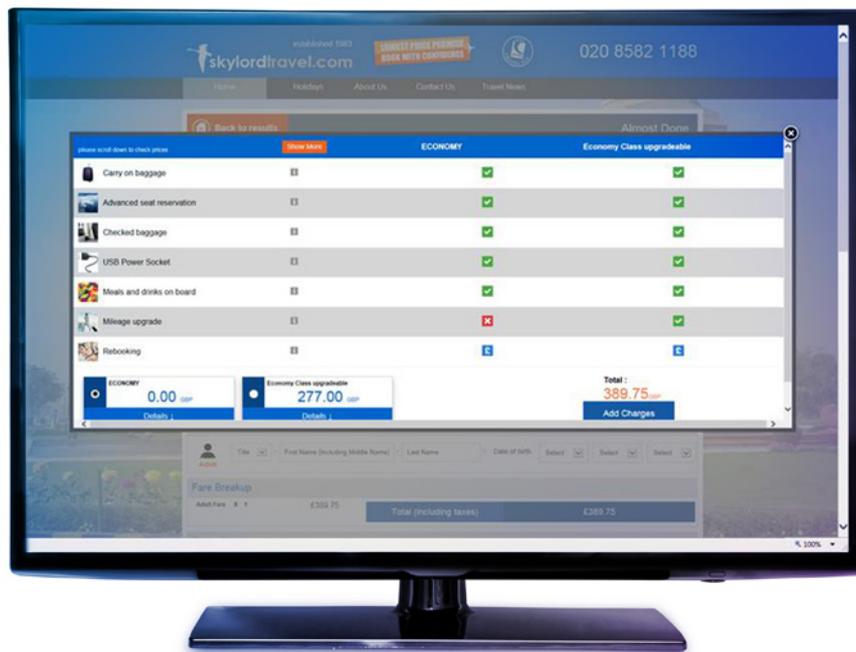
Sehgal adds, “Branded fares allows us to enable our customers to be more efficient and informed. It’s a win-win-win solution for Skylord, our customers, and the airlines.”

Travelport says...

“We have had the pleasure of working with Skylord Travel, who has been a Travelport customer since 1983,” says Travelport Senior Product Manager Platform Services, JP Ephithite. “Skylord has the fundamental knowledge of how the business works, but at the same time shows a keen eye and speed in innovation. Skylord was able to complete their development against branded fares within a few days, enabling them to display services offered by over 160 airlines. Their quick development was made possible because the service is normalized across airlines and is fast to implement using the Travelport Universal API workflow. We are continuously adding new airlines to our extensive offering and will be working closely with our customers who have implemented branded fares to improve their customer experience and our offerings,” said Ephithite.

“The content is normalized and easy to implement. Skylord can now display branded fares for over 160 airlines after one week of development.”

JP Ephithite,
Travelport Senior Product Manager Platform Services



For more information on how Travelport’s branded fares via Travelport Universal API can help you win, contact your Travelport account representative or visit us at travelport.com/online-travel-agencies

