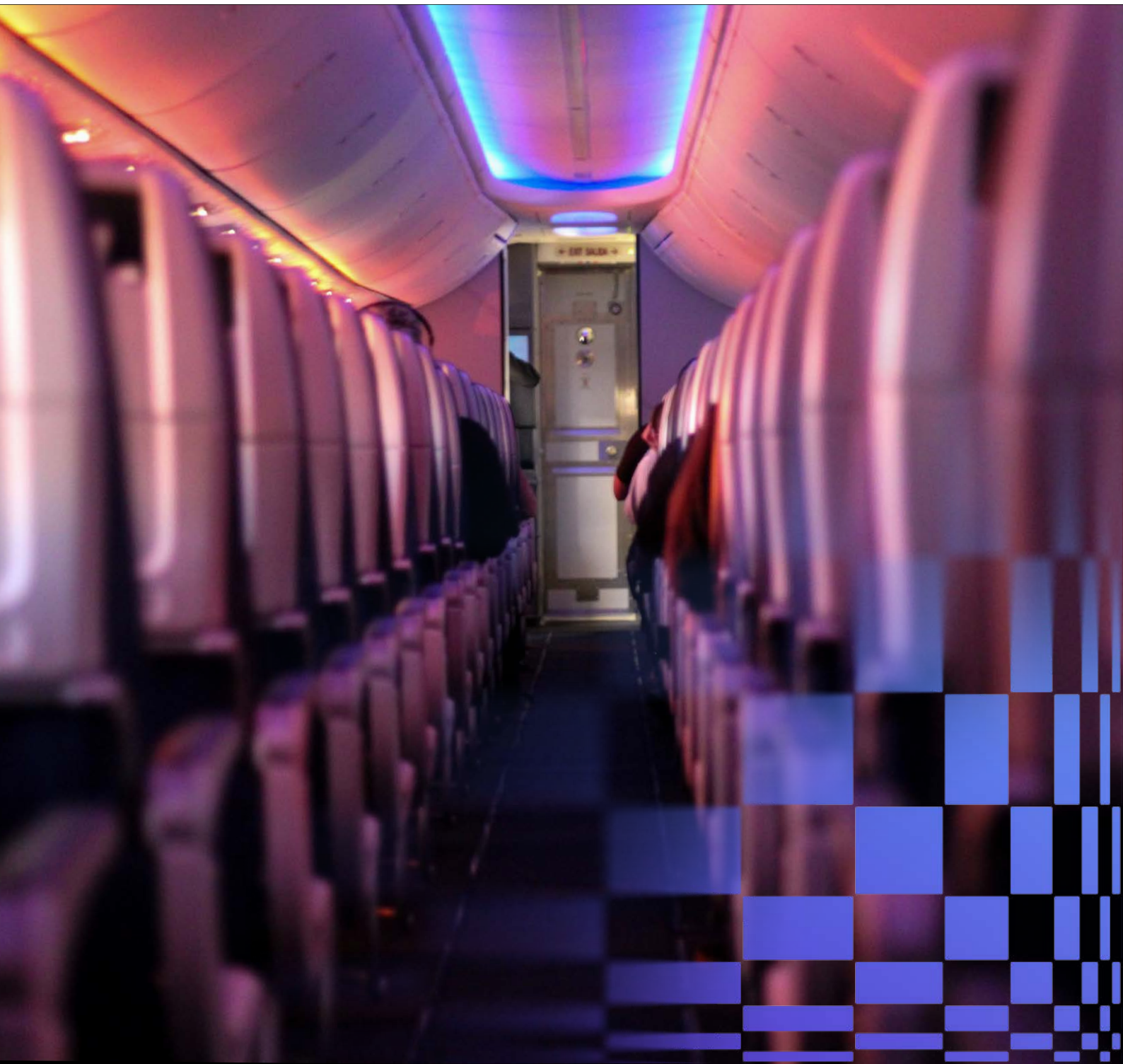


From ticketing to flying, transform your **customer journey**

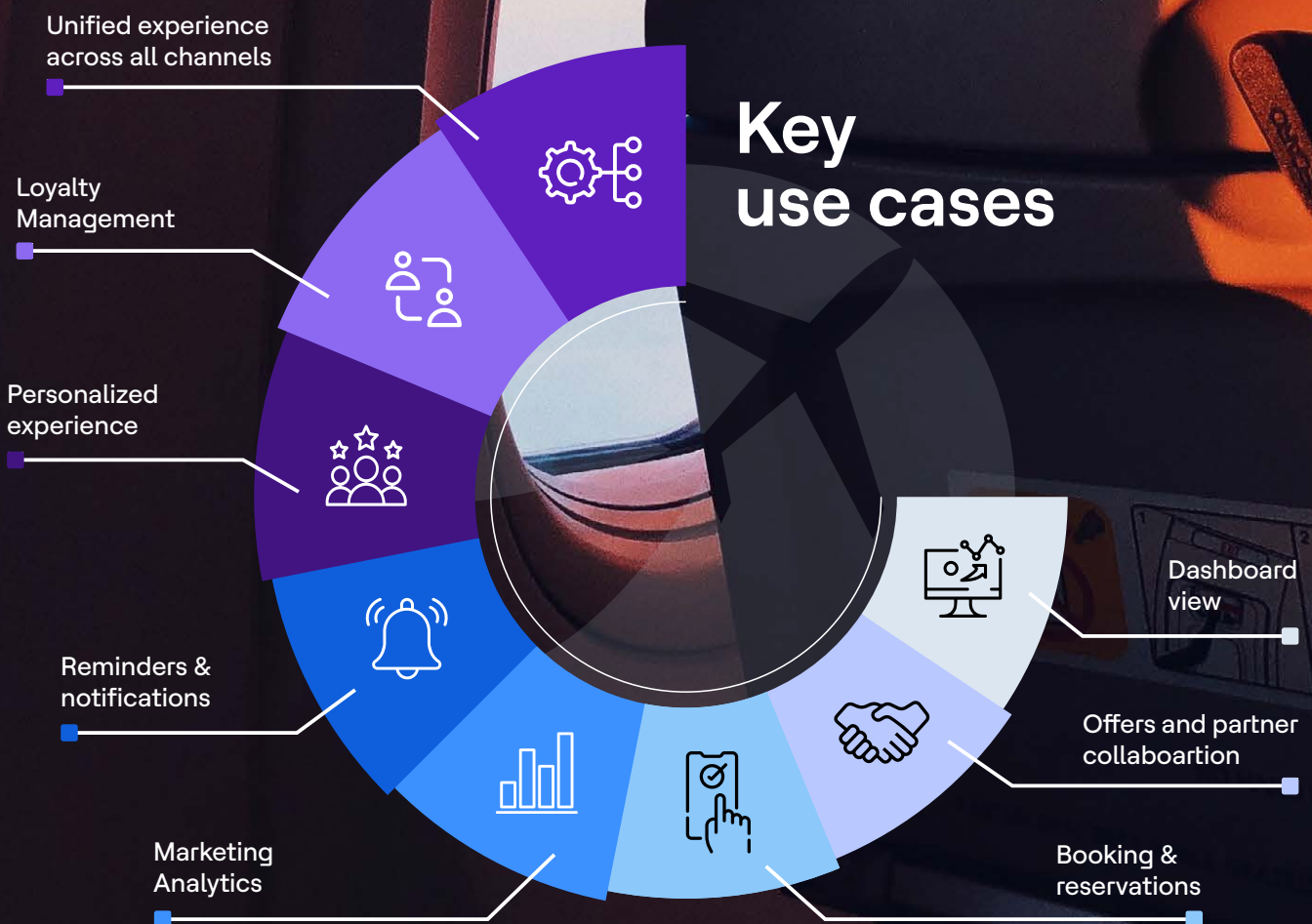
HCLTech's ADvantage Experience puts you leaps
ahead of competition with differentiated experiences



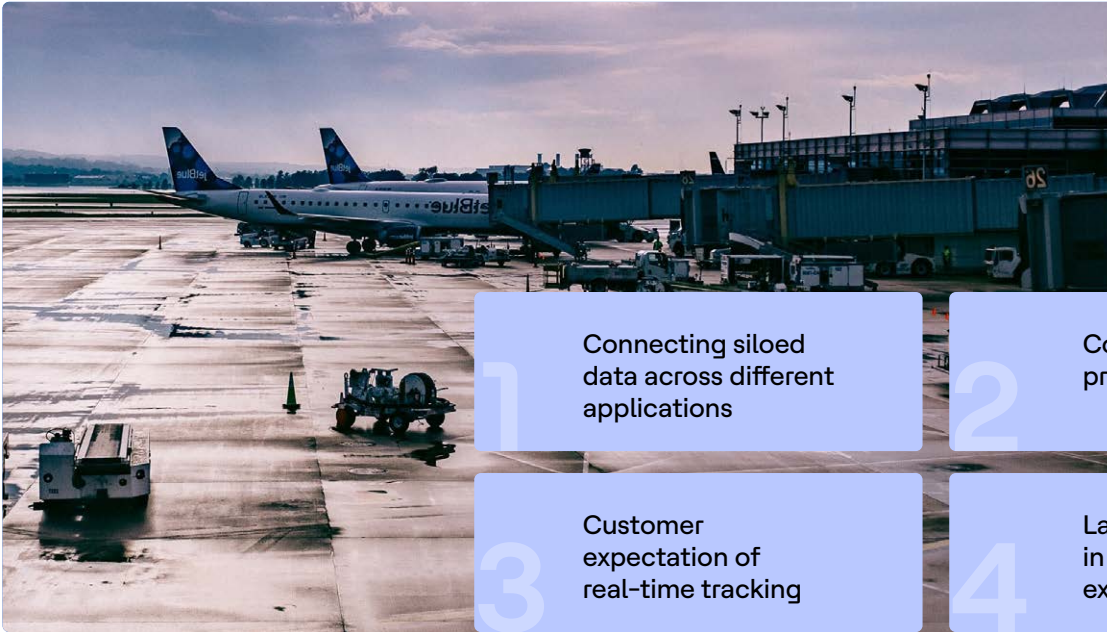
The solution enables airlines / travel enterprises to host portals to be used by customers right from their pre-booking search to actual booking and then for post-travel feedback and issue resolution.

Business case

Airlines are constantly looking for digital strategies to provide differentiated experiences right from ticketing to flying. There is a need to “know” the customer, understand their travel preferences and display appropriate offers to quicken the decision-making process.



Challenges addressed



1 Connecting siloed data across different applications

2 Complex loyalty programs

3 Customer expectation of real-time tracking

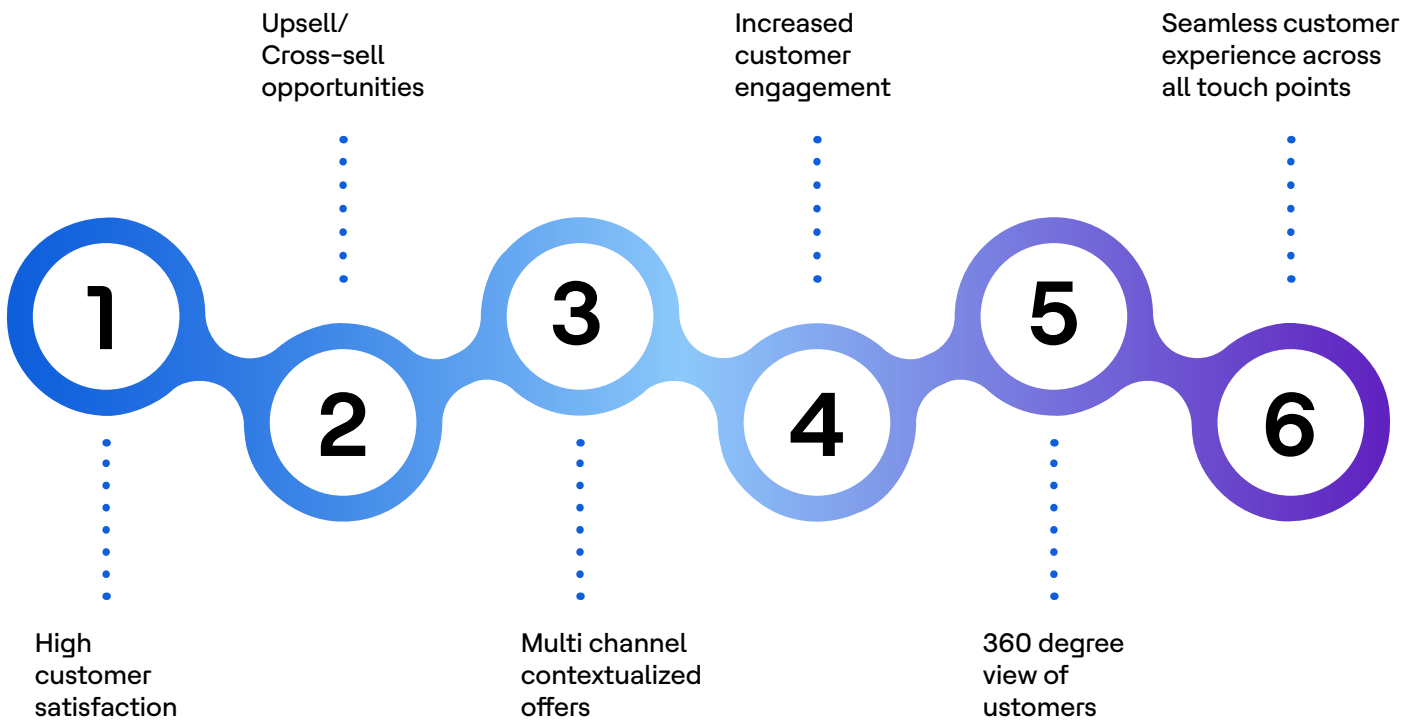
4 Lack of transparency in passenger experience

Standards and compliances

IATA Standard

NDC compliant

Business benefits



HCLTech | Supercharging Progress™

HCLTech is a global technology company, home to 211,000+ people across 52 countries, delivering industry-leading capabilities centered around Digital, Engineering and Cloud powered by a broad portfolio of technology services and software. The company generated consolidated revenues of \$11.79 billion over the 12 months ended June 30, 2022. To learn how we can supercharge progress for you, visit hcltech.com.

hcltech.com

