ADvantage Experience platform for **travel**

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 experience 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.

Key use cases

- Unified experience across all channels
- Dashboard view
- Offers and partner collaboartion
- Loyalty Management
- Personalized experience
- Booking & reservations
- Reminders & notifications
- Marketing Analytics

Challenges addressed

Connecting siloed data across different applications	Complex loyalty programs	Customer expectation of real-time tracking	Lack of transparency in passenger experience

Standards and compliances

IATA Standard | NDC compliant

Business benefits

1. High customer satisfaction
2. Upsell/ Cross-sell opportunities
3. Multi channel contextualized offers
4. Increased customer engagement
5. 360 degree view of customers
6. Seamless customer experience across all touch points