

## 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.



## 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



HCL Technologies (HCL) empowers global enterprises with technology for the next decade today. HCL's Mode 1-2-3 strategy, through its deep-domain industry expertise, customer-centricity and entrepreneurial culture of ideapreneurship™ enables businesses to transform into next-gen enterprises.

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