

ADvantage  
Experience Platform for  
**TRAVEL & TOURISM**

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



## CHALLENGES ADDRESSED:

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

IATA Standard	NDC compliant
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## BUSINESS BENEFITS:

- High customer satisfaction
- Upsell/ Cross-sell opportunities
- Multi channel contextualized offers
- Increased customer engagement
- 360 degree view of customers
- Seamless customer experience across all touch points



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*Relationship*  
BEYOND THE CONTRACT

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