Our response to crisis

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Georgian Airways & Aircompany Armenia

- **Georgian Airways (A9)**
  - established 1993, Georgia’s Flag carrier, 100% privately owned
- **Aircompany Armenia (RM)**
  - Subsidiary of Georgian Airways, launched 2015
- Both airlines are full service carriers with network focused mostly on European, Russian and Middle Eastern routes
- Fleets based on B737s and Embraer 190/195s, offering Business and Economy cabins
- A9 has over 18 interline and 6 codeshare agreements, incl. OS, KL/AF/DL, BT & others
- Both carriers hosted in SITA, started to use AARON GROUP’s Symphony.Aero as the IBE platform in early 2019
AARON GROUP’s
Symphony NDC EcoSystem

Symphony.Aero
NDC producer for
Georgian Airways

NDC IT Provider
- API: single-carrier content
- Airline2Agent
- BulkData
- MSE
- IBE

Symphony.Hub
multi-channel & content aggregating platform

Airline 2
own API with NDC content

Aggregator 1
direct NDC aggregator for Airline 1

Aggregator 2
multi-carrier aggregated NDC content

OTA 1
direct NDC connection to Airline 1

OTA 2
multi-carrier aggregated content

API
multi-carrier content

NDC Aggregator
- Symphony.Corporate
  b2b (corporate) solution
- Symphony.Travel
  b2c solution

GDS content

LCC content
9 months of crisis management

- July 2019: Russian embargo on direct flights from Georgia
- Time critical to re-accommodate pax & secure further revenues
- Internal and external team-work a must

OPERATIONS
- TBS-MOW flights to be rerouted via EVN, requiring an aircraft change (using Armenian AOC)
- Dedicated Contact Centre & Social media teams

DISTRIBUTION
- AARON GROUP to tweak the engine to reflect the new routing before available through ATPCO
- Booking engine User Experience to reflect the changes
Our learnings

• Importance of technology

• Flexibility & Crisis management

• Less dependency on legacy distribution channels and key focus on (strong) direct distribution channel(s)

• Team who acts fast and responsive

• Social media and strong customer service is a must have for any customer-oriented company
And yet we’ve got NDC live in 5 months

- **July 2019**: NDC plan presented & agreed
- **August 2019**: Commercials & Onboarding process for partners
- **November 2019**: NDC Payments integration incl. IFG for BSP
- **December 2019**: IATA NDC Level 4 certification
- **January 2020**: Pilot with selected agent
- **Q1/2020**: Planned system-wide roll-out
Georgian Airways’ NDC
Agency booking platform

- NDC Padis 19.1
- BSP Cash & CC
- Fare Families
- Ancillary Services
- Booking Servicing
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- **Q3/2020**: Revised system-wide roll-out

**Covid-19**
Covid-19 was fast...

- Time super critical
- Repatriation flights granted last minute
- Huge demand versus limited seats
- Only direct channel to be used
- New travel restrictions/requirements imposed
So we had to be even faster…

- Booking engine used for booking the repatriation flights
- Use of the RefID / MedicalClearance reference to allow the customer to create a booking
- Using this automated process, the (NDC) booking engine allows us:
  - To track all customer booking attempts
  - Comply with local/ global regulations
  - Option to involve 3rd party sellers, control content & look to book ratio
Medical Clearance/ Ref ID check

Georgian Airways

Passengers

Adult #1
Title
Mr.

First name
Surname

Date of birth (dd/mm/yyyy)
Sex

The range of passenger age must be between 0 and 100 years.

Passport no.
Passport validity (dd/mm/yyyy)

Your travel clearance reference provided by the Greek Embassy in Tbilisi

Info
The clearance reference entered is invalid. Please make sure that you enter exactly the same format as provided by the Greek Embassy in Tbilisi, including the capital letters.

Close
Our post-Covid19 expectations

• Some of the regulations/ restrictions will become permanent
• Use of a clever, robust and globally deployed Bio Security solutions essential, incl. pre-Travel (Medical) Clearance database
• Will have to be applied/ work for any selling channel, incl. NDC
• RFC for NDC Padis 20.2 schema being currently worked on
Medical Doc – new element definition

• Name: MedicalDoc
• To be used for various Medical clearances & pre-travel checks
• Basic structure:
  • MedicalDocId – ID_Type
  • MedicalDocTypeCode – IATA Padis Code List for „Clearance“, etc.
  • MedicalDocScope – TextType (e.g. „COVID19“)
  • IssueDate – DateType
  • IssuingCountryCode – CountryCodeType
  • IssuingOrg – OrgType
  • ExpiryDate – DateType
Medical Doc - where in NDC schemas?

Applicable on „IndividualType“ level within NDC messages, especially:

- **OfferPriceRQ** – final pre-booking validation for reservations with mandatory document requirements
- **OrderCreateRQ** – booking validation
- **OrderChangeRQ** – document management pre- and post-booking
- **AirShoppingRQ** – to restrict flight search for known travellers without mandatory documents
- **OrderViewRS** – display of currently set documents
Thank you