



amadeus

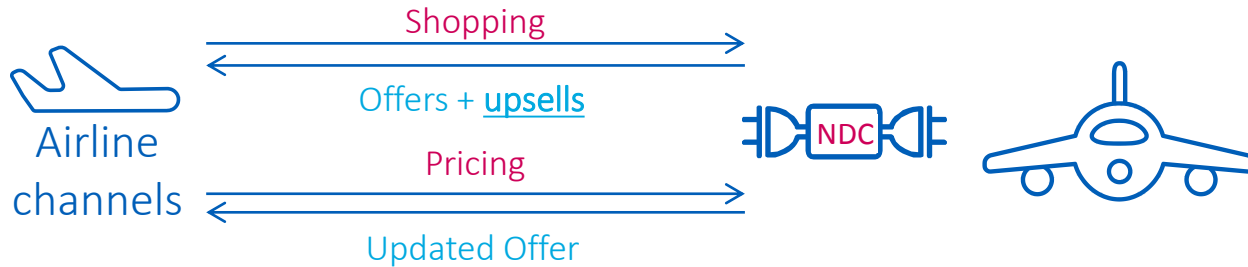
IATA NDC Implementers Forum

Amadeus

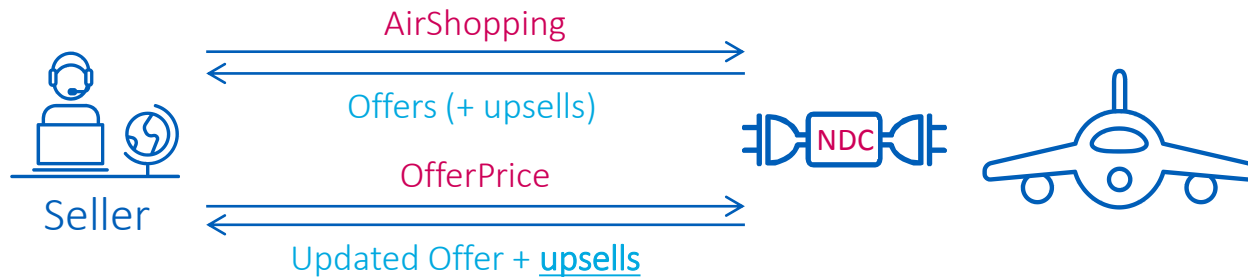
Michael Galopo
Vicente Zepeda Cabral
15-16 May 2018

Upsell at OfferPrice

Best in class retailing techniques to maximize yield



Airlines' interfaces display a homogeneous branding (e.g. airline fare families on airline.com), allowing display of upsell Offers early in the shopping process (search result page) & promote upsell (flight detailed itinerary page)



Sellers' interfaces display multiple airlines with heterogeneous branding. To smooth visual impact, best practice is to focus on airlines differentiations first (search result page) then promote upsell (flight detailed itinerary page)

Upsell is an important source of revenue via yield increase and deserves a specific focus.



Suggested approach : offering upsell capabilities during OfferPrice transaction would facilitate adoption by simplifying Seller integration. We recommend Airlines to provide this functionality at OfferPrice in their NDC implementation.

Upsell at OfferPrice

Proposed enhancements to the standards

AirShoppingRQ	OfferRS messages
<ul style="list-style-type: none"> • New option to let Airline know upfront that Seller will not display upsell Offers in search results page (only one Offer per travel solution) • Clear way to request Offers with a minimum set of attributes or to request to the airline to return an additional recommended upsell Offer (on top of the default Offer the Airline would already return) 	<ul style="list-style-type: none"> • Allow the Airline to define which Offer is the upsell of which Offer • Allow the Airline to convey their display preferences for a consistent retailing of the Offer (e.g. attributes of the Offer to be highlighted by the Seller) • Allow the Airline to return in a structured way the attributes of an Offer as well as: <ul style="list-style-type: none"> • Included Services • At a charge Services • Not offered Services <p>Synergies with “Tags vs Types” sub-group</p>

Order synchronization

A must have to enable mass adoption

_ OrderChangeNotif/Acknowledgement message pair defined by NDC standards to notify Seller/Aggregator about unsolicited changes initiated by the Airline (e.g. schedule changes)



_ Best practice in terms of transmitted data?

Recommended approach

Order reference only	Full Order image	Changes only	Full Order image AND changes
<ul style="list-style-type: none"> Very light message 	<ul style="list-style-type: none"> Allows for correct synchro even if a previous message was missed 	<ul style="list-style-type: none"> Simple logic on Seller/Aggregator to identify changes that occurred 	<ul style="list-style-type: none"> Allows for correct synchro even if a previous message was missed Simple logic on Seller/Aggregator to identify changes that occurred
<ul style="list-style-type: none"> OrderRetrieve + “merge” process required to get the actual changes Seller/Aggregator needs to perform a full comparison to identify changes 	<ul style="list-style-type: none"> Seller/Aggregator needs to perform a full comparison to identify changes 	<ul style="list-style-type: none"> Complex recovery process if a message is missed (OrderRetrieve + “merge” process required) 	



Thank you!

