COVID-19

Revenue Management in the COVID World

July 2020
Response Enablement Center

- Chargeback Management
- Refund Management
- Incentive Management for Vouchers
- Incentive Management to Boost Demand
- Market Intelligence Analytics
- Revenue Management
COVID-19
Impact on Revenue Management

- Huge changes to operational capacity
- Increased no show percentages
- Price cuts won’t necessarily boost demand
- Dilution of revenue
- Historical data is irrelevant
- Radical fare rule changes
- Little demand to stimulate
- Drop in corporate demand
- Uncertainty of duration
- Dramatic shift in booking behavior

Price cuts won’t necessarily boost demand.
Accelya Revenue Management

#1 Global Provider

100+ Customers

+28% growth in 2019

Empowering RM teams to profitably action minute by minute changes in demand across all markets
STOP FIGHTING THE FORECAST

10 full-service carriers onboarded on airRM over the last 2 years
First Alternative to Forecast

01 Overview

Manipulate one or 000’s of flights with 1 or 2 clicks of a mouse based on 00’s of KPIs
Second Alternative to Forecast

01 Overview

02 Flag actions

- Automated competitive fare response actions
- Automated demand rule controls
- Capacity management actions
- Real-time response actions
Third Alternative to Forecast

01 Overview
02 Flag actions
03 airRM business rules

Dynamic flight materialization control
When the World Returns to Normal...

01 Overview
02 Flag actions
03 airRM business rules
04 Traditional and hybrid forecast optimization
More Data Sources than *any* Other Revenue Management System

**airRM** integrates daily capture and records of:

- Competitive Fares
- Web Analytics OTA Data
- Market Capacity Data
- Detailed Ancillary Data
- Revenue Integrity Revenue Accounting
- Tour Operator Sales
- Event Data
- Airlines’ Complementary Data
Take-aways for this Challenging Time of Airline Passenger Demand

Seek out real alternatives to traditional revenue management system forecasts

Take advantage of multiple KPIs and data sources to make informed decisions

Flexibility defines airRM
Thank you