

HORIZON SERVICE FEES

CREATE NEW REVENUES BY MERCHANDISING ANCILLARY PRODUCTS

The unbundling of air fares has created a marketplace in which airlines can realize significant new revenue streams from selling optional services. Horizon Service Fees provides pricing functionality to help airlines to manage the unbundling of all flight services and drive new revenues. With unbundling being worth many billions of dollars, airlines must adapt or risk missing out on revenue opportunities.

ISSUES

Driving increased revenues

Airlines need to develop new revenue streams in order to remain profitable and thrive in an intensely competitive marketplace that operates with thin margins.

Enhancing customer choice

Unbundling products and offering them as a-la-carte services that passengers can choose and pay for based on personal choice leads to passenger satisfaction.

End-to-end fulfillment at relevant touchpoints

Airlines need to ensure that optional service fees are consistently communicated throughout various channels and that they are collected efficiently and correctly. Automation should improve consistency and reduce the chance of errors.

SOLUTION

- Horizon Service Fees is a feature the SITA Airfare pricing system and is a core feature of the SITA Horizon portfolio. It can be used to sell multiple types of fees such as lounge access, bag charges, in-flight meals, in-flight entertainment and seat assignment fees.
- Horizon Service Fees enables airlines to design and implement flexible, channel-specific fees which can be applied at the call center or booking office level – or waived altogether based on the channel used.
- Horizon Service Fees incorporates industry standard optional service fee filings and is seamlessly integrated with the sales, pricing and ticketing process. Integration with SITA's EMD solution ensures collection and simplifies the EMD issuance process.

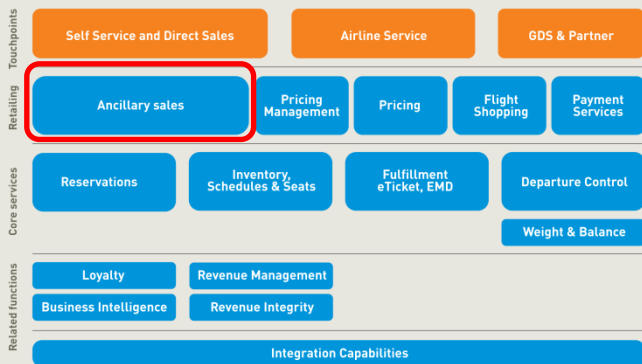
BENEFITS

- Airlines can generate revenues by charging for optional services.
- The solution is part of the existing Horizon portfolio, enabling an easier and faster implementation of optional service fees into operations.
- The same industry standard fee filing process is used for Horizon Service Fees as well as for the travel agency and other airline channels.
- The ability to file detailed fee specifications with complex criteria enables customer and channel segmentation.
- Historical fee information drives consistency and accuracy by quoting the correct fee offer even for past bookings.
- Service fees provide passengers with increased choice, driving customer satisfaction and loyalty.



Create success. Together

HOW DOES IT WORK?



- Horizon Service Fees is part of the Horizon portfolio's retailing services and is available for SITA Airfare customers.
- It is integrated with the pricing engine as well as with the SITA Ticketing and Electronic Miscellaneous Documents (EMD) service.
- Messages generated to SITA Reservations and SITA Departure Control Services reference the collected service fees and ensure consistency of information and fulfillment throughout the passenger's travel.

SOLUTION COMPONENTS

1. Service fee rules engine

The Horizon Service Fees rules engine interrogates optional service fee filings and returns only the valid fees applicable to the relevant itinerary. The rules engine can generate an optional service fee quote during the ticket purchase process, as well as any time thereafter – even after passengers have begun their journey.

2. Catalog display

Agent-driven customization of the catalog display lets agents view all service fee options, or only a select subset by type that is relevant to a customer's chosen fare and purchase preferences.

3. Flexible shopping cart

Agents can add, remove, and change optional fee quantities before giving the customer a final price.

4. Seamless integration with EMD

Electronic Miscellaneous Document (EMD) integration enables airlines to offer auto-pricing, to pre-populate the EMD and to ensure payment for multiple EMD's simultaneously. This simplifies the sales and fulfillment process, thus reducing agent workload and the chance of mistakes or the occurrence of fraud.

CASE STUDY

Having successfully marketed select optional services to customers online, an airline wanted to extend the model in order to promote the sale of services through other direct channels. The airline believed that offering the same services via different channels would open the way for generating new revenue streams.

Horizon Service Fees makes this an easy process thanks to its seamless deployment to call center teams and operations. All service fee information is available, thus allowing agents to add the fees to the initial ticket price so as to support the sales process, or to upsell optional services to already ticketed passengers.

Horizon Service Fees is integrated with the existing Horizon portfolio, and thus the airline was able to train and implement optional service fees with EMD quickly and efficiently.

For more information please contact us at info@sita.aero