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AN EVOLUTION OF TRAVEL COMMERCE IN EMAIL
THE NEXT GENERATION E-TICKET - INTERACTIVE TICKET

Helping GDS convert more ancillary sales by marketing rich content from travel agency's green screens, directly to the travelers. GDSes can better position themselves as value added distribution partners to airlines and technology solution providers... to serve agencies.
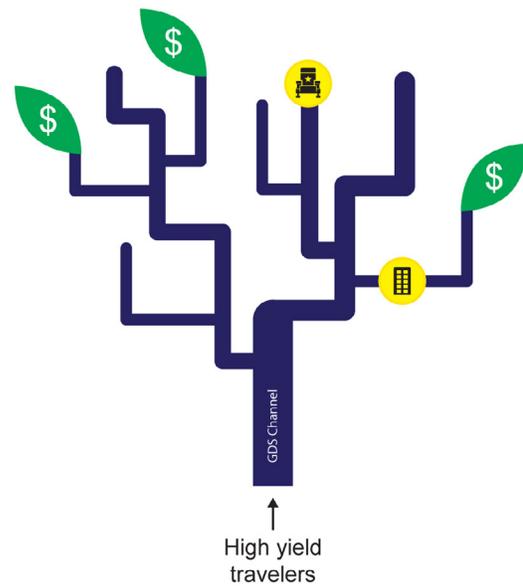
Pain point

Channel paradox

From a distribution channel perspective, ancillary service sales runs conversely to the tickets sales in the GDS channel. GDSes are currently able to capture approx 3% of ancillary revenue from GDS ticket booking sales, which is insignificant compared to an average of 7-10% conversions from airline's direct channel. This margin difference represents about 67% leakage of ancillary revenue, which could've been collected by the GDSes with the right solutions. Compared to the Airline direct channels, the GDSes are becomeing a low margin and low conversion channel with a more expensive user acquisition cost. With more investment and traffic going into airline directly, this paradox will fundamentally weaken GDS's role in the value chain of airline merchandising, and eventually affect long term revenue streams. What if there was a way to triple the ancillary revenue from the GDS channel?
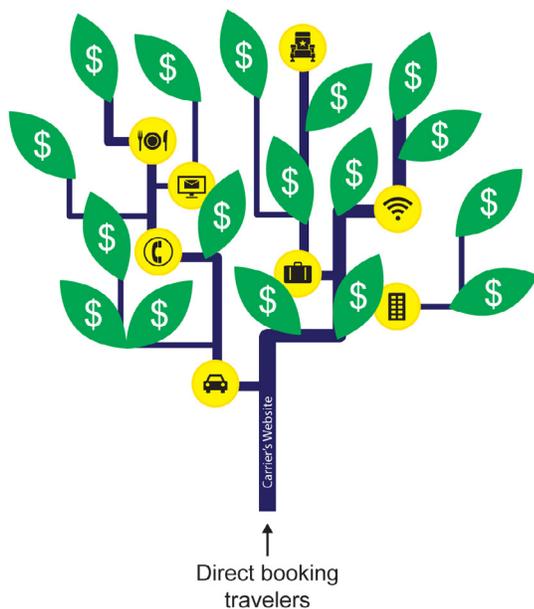
Direct booking channel
More ancillary offerings, higher profit margins.

In-direct booking channel
Less ancillary offerings, lower profit margins.

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Pain point 1

In the rich content and digital merchandising age, agencies have limited tools, training and knowledge to reach travelers beyond their green screen desktop portal. GDSes have not yet provided agencies a technology solution to seamlessly market these rich content and ancillaries from Business to Customers.

Pain point 2

Agencies are overwhelmed by an abundant of ancillary offerings from carriers and frequent booking requests from travelers. Agencies are often unaware of what services are offered on specific flights and struggle to find accurate pricing for their customers.

Current itinerary management or corporate booking tools are not agency centric, agencies are not able to establish branding, loyalty and ancillary engagement with booking travelers.

Pain point 3

The current email component such as ViewTrip, Virtually There and Checkmytrip are not supporting upsell and fulfill transactions on a PNR level.

Pain point 4

Due to lack of post ticketing ancillary engagement, GDSes have little data from consumer behaviors and traveler purchase pattern.

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For Agencies, they are relying on GDSes to provide solutions to meet the expected ancillary booking services, create incremental ancillary revenues and differentiate its offerings from the competition agency powered by other GDSes

For Airlines, they are observing and comparing GDSes on their merchandising abilities and evaluating their ancillary conversions. Without an effective ancillary upsell solutions, personalized marketing and conversion tools... the merchandising strategy an Airline develops in GDS will never meet its marketing objectives. The one GDS with the lowest conversion of ancillaries will become the most expensive GDS channel for airlines, or in other words, have to compete with lower margin in the market when renewing Airlines contract.

GDSes are competing against each other to win over airlines,

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SeatAssignMate (SAM) has created a white labeled, email ancillary upsell solution for GDSes to upgrade their existing itinerary management email component, to improve and enhance their value to both agencies and airlines.

This next generation E-ticket that SAM has developed, is an interactive flight check-in application built into travellers' email, which is designed to streamline all upsell and check-in content (from the carrier's website, airport counter and other touch points) into a single confirmation email. Travellers now have the opportunity to check-in, assign seats and purchase flight ancillaries without leaving their inbox... meanwhile eliminating the inconvenience of having to login to carrier's websites with passwords, confirmation codes or PNR locator codes.
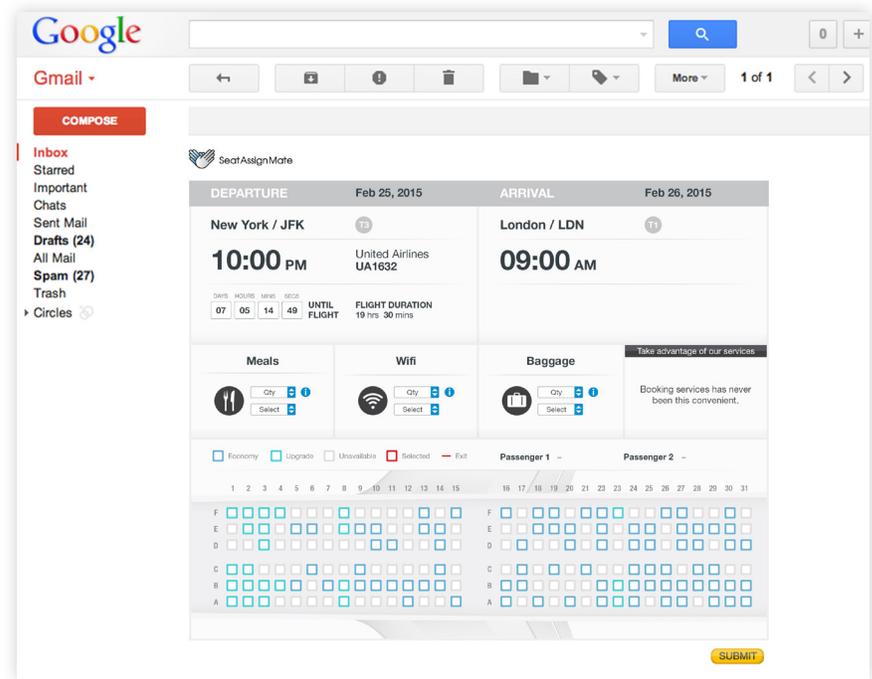
Benefit 1

Cost efficient and affordable cloud based application ready to implement into current GDS itinerary management platform. Offers full functionality of check-in and upselling features and is integrated with existing GDS currencies/payment solution.

Benefit 2

Displaying the airline's content such as, paid seats, meals, wifi, baggage, in-flight entertainment etc... directly in front of the indirect booking travellers, which is beyond the agency's desktop portal. As a result, helping airlines extend service offerings directly to traveller's inbox through agencies and TMCs. These indirect booking travellers can engage with the airline's content at any time, ensuring a much better traveller experience and maximizes revenue opportunities.

Benefit 3

A clean and sophisticated user interface which embodies effective marketing techniques. SAM brings e-commerce back into the travel industry in an innovated way, redefining the ancillary selling experience and meanwhile improving conversion rates.

Benefit 4

Sell ancillaries in an efficient and automated manor by, seamlessly integrating it into the agencies' current workflow through Smartpoint and/or other GDS portals.

Our vision

SeatAssignMate turns GDSes and agencies into sophisticated retailers and help bring rich content into the travelers' confirmation email. GDSes now have the ability to market ancillaries and rich content directly from their desktop booking portal and continue to help agencies engage with travelers, (even at post ticketing stage). Setting this standard means that agencies can sell the airlines' products without losing ownership of the travelers.

If the GDS channel can help airlines sell more seats, then they can definitely help them sell more ancillary products! The SAM platform bridges the gap between the airlines and GDS travelers, and offers the opportunity to engage with these travelers that were once anonymous to airlines. Now the dialogue with these travelers is open, GDSes can now help airlines distribute their ancillary products directly to high yield indirect booking travelers, and also test/implement new commercial strategies to these travelers.

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The above diagram, outlines the software distribution setup as well as the licensing agreement.

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