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

It is never as simple as selling a ticket any more...

Agencies today are overwhelmed by an abundant of ancillary offerings from carriers and frequent booking requests from travellers, such as seat upgrade, in-flight meals, airport lounge access, hotels, wifi, car rentals... and the list is constantly growing. These are all distributed in different portals, different platforms and different touch points.

There are many of times when an agency is approached by travellers with ancillary inquiries, but agencies might be unaware of what services are offered on specific flights and struggle to find accurate pricing. Due to these circumstances, travellers often have to book their services on a variety of third party sites. This leads to a loss in customer engagement, loss in potential revenues, and worse... losing the customer to another agency.

With the increasing cost per customer acquisition in this competitive market, agencies are gradually losing incremental revenues by missing out on huge ancillary upsell opportunities. What if things don't have to be this bad and we can redefine that selling experiences.


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SeatAssignMate (SAM) has re-invented the "Confirmation email." Traditionally, a confirmation email is considered the end of the booking sales... but with SAM, this is just the beginning.

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.

The interactive email shifts the ancillary booking workload from the agencies to the travellers, enabling the travellers to initiate on-demand ancillary bookings.
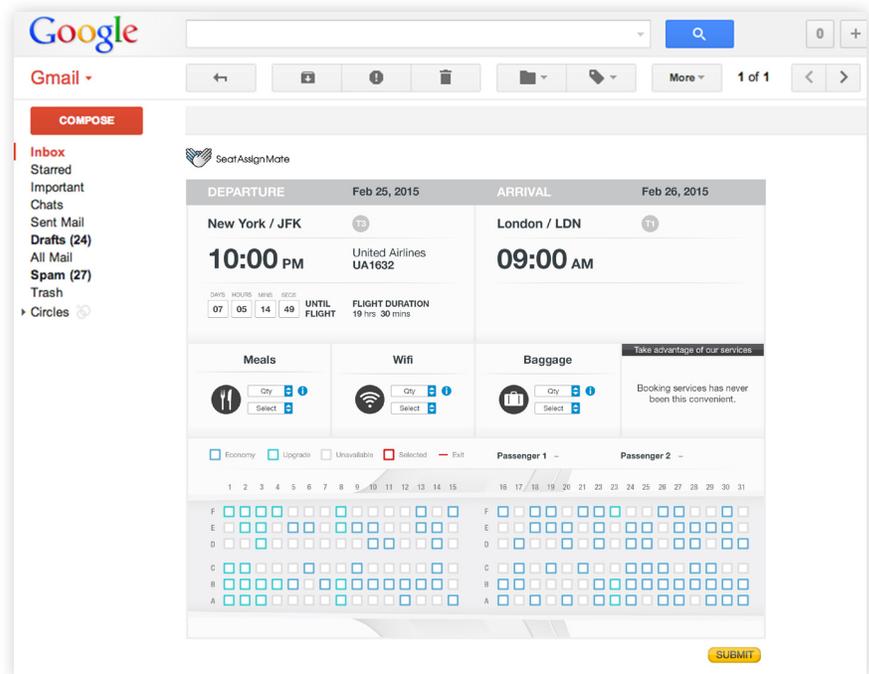
Product features:

- Send an interactive confirmation email to the travellers directly from Smartpoint or other GDS portal, which contains a clickable, real-time seat map and itinerary.

- Dynamic real-time seat availability and seat pricing.

- Dynamic ancillary pricing based on frequent flyer status and booking class.

- Offer intelligent service recommendations (Ancillary up-sell), with the use of data-mining and machine-learning technologies.

- Great user-experience that incorporates marketing techniques to ensure effective purchase rate.

- The application is designed to be friendly across different devices and email clients.

- Automate ancillary bookings, monitor and report email open rate, CTR and use those data to provide market insight.

- Help OTAs/TMCs/Airlines get ready to embrace the new era of rich content retailing.

- SAM allows the agency to remain close engagement and interaction with their traveller (post ticketing), which means the agency keeps ownership of their customer.

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Agency benefits:

- Embrace the ancillary revenue era and paving the path towards ancillary commissioning.

- Offer ancillary services to their travellers at different stages and touch points (post ticketing), in an automated process within the interactive confirmation email.

- Access to up front ancillaries through SAM Rich Content Hub, without going through the lengthy certification process from airlines.

- Cost efficient and affordable cloud based application, with a full functionality of check-in and upselling features, including worldwide carriers' seat maps, currencies/payment solution, mobile site that serves as a mobile app.

- Customized email interface with agency's branding.

- Easy to implement into the agency's system, such as Smartpoint.

- Flexible access methods, i.e. Selective Access, Agency's uAPI credentials, emulations.

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

- Activate post-ticketing purchase, while freeing up agents to conduct more pre-booking and booking stage customer service.

- Invoice summaries and industry standard documents such as EMD is reflected across mid/back office for convenient reporting.
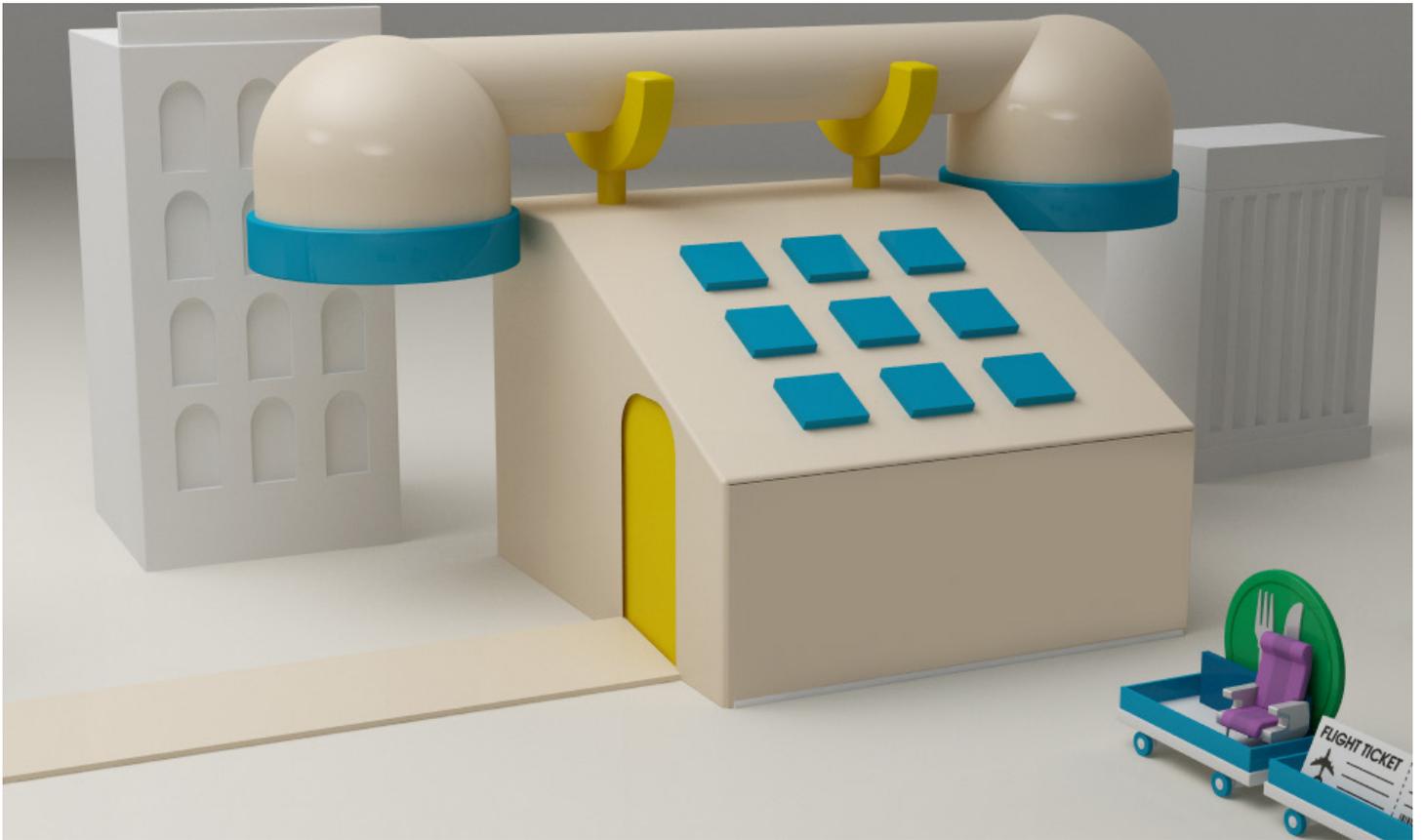
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Traveller benefits:

SAM is a very helpful tool for the travellers. It makes the ancillary purchase experience and the travel management much more convenient. Below lists many of the great benefits that SAM provides for the travellers:

- No need to venture onto Airline's website, or enter any PNR locator codes to complete seat assignment.

- Assign preferred seat directly within the email, without waiting for the 24 hours check-in window.

- Real-time seat map is displayed within the email.

- Purchase ancillary services within the email with absolute ease, as oppose to searching aimlessly for services on Airline's website or other third party sites.

- Notifications for any flight changes will be displayed directly within the email.

- No need to download multiple apps for different flights, as SAM is email based and is friendly across different devices.

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**If you have any questions, request a demo,
or would like to use the SeatAssignMate
application, please don't hesitate to contact
us on the email below:**

support@seatassignmate.com

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