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Amadeus Altéa Interactive Awards

Safeguard passenger loyalty with real-time award handling

Amadeus Altéa Interactive Awards helps you efficiently sell flights & ancillary services with miles across all airline direct channels

Air miles redemption is a powerful business tool that allows airlines to sustain brand loyalty and secure higher and more stable revenues.

However, air miles redemption comes at a high price and risk for airlines. It requires highly experienced staff to manually handle award transactions, including miles deduction from loyalty members' accounts.

Tailored for airline needs, Amadeus Altéa Interactive Awards turns air miles redemption from a cumbersome and slow transaction, prone to human error and fraud into a simple, swift, secure and a real-time process.

The solution ensures that the full primary or aftersales redemption flow is automated, integrated and coherent through any airline direct channel.

Enhance the awards redemption experience

Award redemption is often a frustrating experience for airline loyalty members. Tired of limited redemption opportunities and of endless waiting time in airline offices, travellers may easily switch to airlines who offer a better and more rewarding redemption experience.

Altéa Interactive Awards can help airlines to retain their loyalty members. Not only can the solution enhance the redemption offer, but it can also ensure award redemption cost effectiveness and accuracy of transactions.

Decrease mileage debt

While airline loyalty memberships and air miles issuance are on the rise, so is unattractive mileage liability on the airline's balance sheet.

Amadeus Altéa Interactive Awards makes it easy for airlines to provide more redemption opportunities and thus reduce their mileage debt.

Protect against revenue leakage and guarantee accuracy of award transactions

Amadeus Altéa Interactive Awards avoids any errors and discrepancies between the amount of miles displayed in a booking flow and the amount that is debited from the frequent flyer's account.

It allows airlines to protect revenue from leakage due to incorrect mileage deduction, and also enhance the airline's reputation by decreasing the number of potential disputes with loyalty members.

Cost-effectively automate award redemption flows

Automated features of the solution such as a real-time air miles balance management and security checks prior to an award ticket issuance drastically simplify the award handling process and significantly cut the agent time spent per award booking.
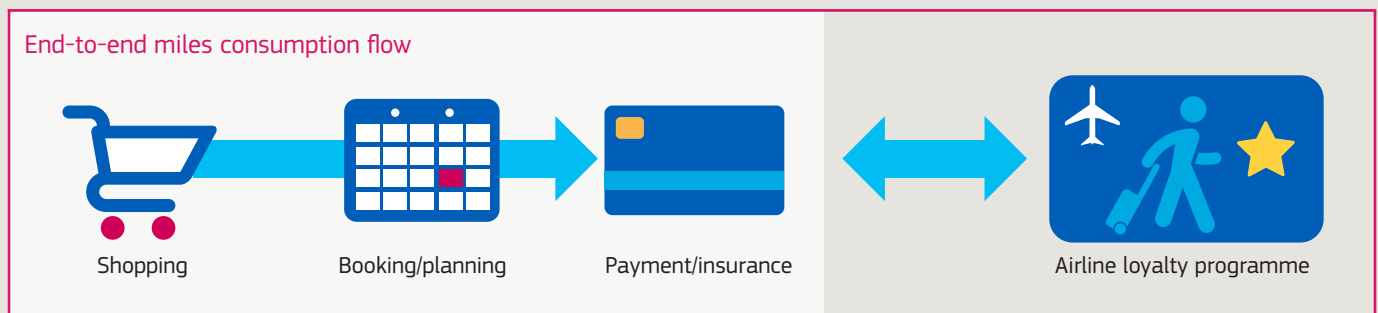
Reduce cost of award tickets reissue and refund

Amadeus Altéa Interactive Awards integrates regular commercial reporting features, making it easy to find passengers' mileage usage and calculation history and therefore considerably simplifying award ticket exchange or refund.

The solution supports Amadeus Ticket Changer and together these two solutions can dramatically reduce the time required for servicing award tickets: from approximately 18 to 2 minutes on an exchange and from 10 to 2 minutes on a refund.

Key features of Amadeus Altéa Interactive Awards

_ Award fare filing
Through Amadeus FareXpert and ATPCO

_ Informative pricing & confirmed pricing
Via the centralised Amadeus pricing engine

_ Real-time automated interaction with the Airline Loyalty System
Automatically check and validate the eligibility of award-related requests and modify the member's miles balance accordingly

_ Consistent output
Automated security checks prior to a redemption ticket issuance ensure the accuracy of frequent flyer data and the correct mileage debit

_ Integration with regular commercial reporting features
Relevant data transmitted in PNR data feed and hand-off tape (HOT) files

_ Compatibility with Amadeus Ticket Changer
Easily exchange or refund redemption tickets and also upgrade commercial tickets with miles, thanks to an automatic re-pricing feature

_ Compatibility with Electronic Miscellaneous Document
Upgrade with miles as a service, to avoid need for reissue

_ Integration with any airline direct channel
Airline airport and city offices, website, mobile, and departure control system

End-to-end miles consumption flow

Shopping → Booking/planning → Payment/insurance ⟷ Airline loyalty programme

Full redemption

Book, price & issue fares filed fully in miles

_ Automated creation of the form of payment

_ Primary redemption flow

_ Exchange and refund of redemption tickets

Upgrade with miles

Automate commercial ticket upgrades to a superior cabin, with air miles

_ The associated form of payment is automatically updated with the new total in miles

_ Availability of upgrade on other airlines, multiple upgrade or downgrade

_ Compatibility with Amadeus Ticket Changer or the industry standard Electronic Miscellaneous Document

_ Exchange and refund of upgraded tickets

Miles & Cash

Allow to pay with miles for a part of a flight or an ancillary service filed in a currency

_ A standalone cash-to-miles conversion at any step of the booking flow

_ Creation of a dedicated form of payment with the frequent flyer number and the amount in cash to be paid with miles