

# Amadeus Award Suite

Attract more passengers to your award programme

**Amadeus Award Suite** enables you to engage more deeply with existing loyalty customers and attract new interest in your award programme, by offering passengers compelling redemption options that will help differentiate your brand



## A more discerning and influential traveller

Today's travellers are becoming increasingly demanding and have high expectations for a more rewarding shopping experience which makes them feel valued. Passengers have an undeniably strong interaction with the airline brand when it comes to your loyalty programme. Therefore, creating positive advocates is essential, especially given the influence travellers can exert over their social networking peers, sharing online reviews and best practices through the power of digital media.

## Loyalty matters

Your loyalty programme presents the perfect opportunity to enhance the customer experience, engaging on a more personal level with passengers to make rewards relevant and meaningful. Differentiating your airline from the hundreds of loyalty programmes out there is key to securing long-term, profitable customer relationships. Amadeus Award Suite has been developed to help you engage with your customers during the booking process, applying flexible redemption strategies - which include a dedicated redemption flow and a merged flow where miles can be redeemed in the revenue flow - as well as creating new upsell opportunities.

## A superior loyalty redemption programme

Amadeus Award Suite consists of three different products: Award Shopper, Award Converter and Miles & Cash Slider. These three solutions provide you with a platform to build unique redemption booking experiences for awards customers, which are fully integrated with pricing and availability. The conversion concept gives you complete control to price any seat in miles, with the same flexibility that you have with commercial tickets. This makes it easy for customers to choose how to purchase their award tickets: paying in miles, cash or a combination of both.

## Key benefits of Amadeus Award Suite

### Increase bookings and simplify your redemption strategy

With Amadeus Award Suite, you can choose the redemption strategy which best suits your business needs: Award Shopper enables frequent flyers to log in and view dedicated available flights in miles, while Award Converter displays flights in both miles and cash for award members to choose how they will purchase their flight.

"Since launching the Amadeus Award solution on our new website, our loyalty customers have been able to benefit from the redemption functionalities, in order to manage their mile awards and make flight purchases through online channels. The redemption flow on our new website, which is US DOT compliant, now also helps our disabled passengers to make flight bookings. In addition, the solution is helping us execute a more consistent redemption strategy across digital touchpoints, which serves to both strengthen our presence and brand."

Wasana Delpage

FlySmiLes Systems Development Manager

SriLankan Airlines

From: Paris to Sydney Date: Sat 23 Apr 16  
 View lowest fares around this date

Sort by: Direct Flights Price Duration Departure Time Arrival Time Compare fare types View in Points

From	To	Flight	Sale	Saver	Flex
18:05 Paris (Charles De Gaulle) Duration: 1h 15m	18:20 London (Heathrow) Stops: 0	BA323			
21:30 London (Heathrow) Duration: 22h 40m	05:10 Mon Sydney Stops: 1	QF2	No seats	136,600 8 OR FEWER SEATS	145,200
21:50 Paris (Charles De Gaulle) Duration: 6h 40m	06:30 Sun Dubai Stops: 0	QF8076			
09:15 Sun Dubai Duration: 13h 55m	05:10 Mon Sydney Stops: 0	QF2	No seats	No seats	188,000

Total duration: 27h 05m  
 → Flight BA323 is operated by British Airways  
 → Flight QF8076 is operated by Emirates

Lowest fares in miles are displayed in extra large calendar with options to show remaining limited seats

1. SELECT - DATES

Select your travel dates based on the lowest mileage options shown below. Miles required are for all passengers.

COLOMBO Sandanmala International Abu DHABI International  
 Card Owner: Am Husnani  
 Miles Balance: 1,025,604 miles  
 Tier Level: 6

Return: Abu Dhabi - Colombo  
 Departure: Colombo - Abu Dhabi

Calendar view showing miles required for various dates and options to show remaining limited seats.

YOUR BOOKING  
 1 TRAVELLER  
 SAT 11 JUN 2016  
 WED 22 JUN 2016  
 TOTAL TAXES LKR 7,654.00  
 MILES 36,000  
 Total for all travellers (including taxes and fees)

Award Converter in upsell helps to expand the award offers to your end-users

These tools ensure that your award customers can easily redeem accrued miles and also generate incremental revenue for your airline from flights purchased partly in cash or cabin class upgrades.

### Lower call centre costs

Amadeus Award Converter automates ticket availability for loyalty customers. Tickets can be purchased online using any of the redemption options - miles, cash, combination - for the selected commercial class and participating airline partners. By automating the redemption process, customers no longer need to contact your call centre to check dates and availability, reducing staff workload and costs.

### Differentiate your brand and boost customer satisfaction

The Amadeus Award Suite automates the availability and eligibility of flights purchased through mileage redemption, providing your awards customers with a reliable, flexible and convenient tool to book flights and spend their miles. Engaging more closely with your customers and meeting their service expectations will help create a positive perception of your airline brand.

## Key features of Amadeus Award Suite

### Implement dynamic redemption strategies

- Enhancer experience: a fully integrated redemption flow provides your customers with a seamless experience for award and commercial ticket purchases
- Real-time interaction with loyalty systems: customers can access a sophisticated shopping, pricing and booking tool for award tickets purchases and obtain their frequent flyer balance updates in real-time
- Flexibility and adaptability: airlines can manage and execute loyalty strategies, according to pre-defined rules and criteria, powered by a reliable booking engine. You can apply the same management method for both commercial and marginal fares, as well as personalise targeting according to customer loyalty tiers
- Compatibility of servicing flows: Amadeus Ticket Changer Suite has been developed and is compatible with Amadeus Award Suite to help you serve your loyalty customers more efficiently

### Optimise the shopping experience with user-friendly displays

- Calendar display and upsell display provide the lowest available miles recommendation per day, over a range of dates
- The Miles & Cash Slider allows your customers to select how they will pay: cash, miles or a combination of both

### Execute complex preferences of your redemption strategies

- A range of options exist to best suit your needs and situation: itinerary mode, one-way-display mode and one-way-combined mode
- Calculations are made using a reliable pricing engine
- A wide range of payment options are supported by Amadeus Payment Platform (credit card and 3D-secure) and external payment service providers

### Let's shape the future of travel

Amadeus provides solutions which facilitate the entire travel journey, improving the traveller's experience whilst helping airlines manage their own business more effectively. We are at the heart of the global travel industry, working with our customers and partners to shape the future of travel.

### Find out more

For further information, visit [amadeus.com](http://amadeus.com) or speak to your Amadeus Account Manager today.