

Cross-Sell Ancillary Services

There is so much you can add to the flight!



Amadeus Cross-Sell Ancillary Services is quite simply about making the planning and booking of a journey easier for your customers. Amadeus facilitates a centralised pool of content that is relevant to their trip, accessible across all touch points and bookable through advanced technology applications that interface seamlessly with your existing Amadeus reservation platform.

From one single source, select the content you want to sell

Amadeus Cars

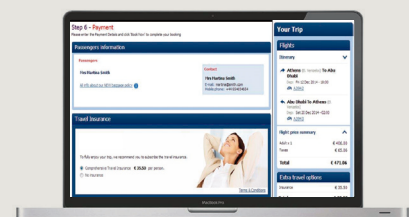
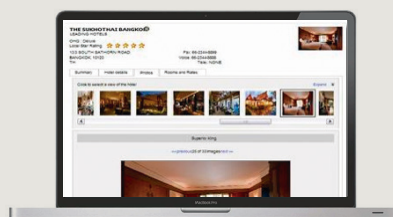
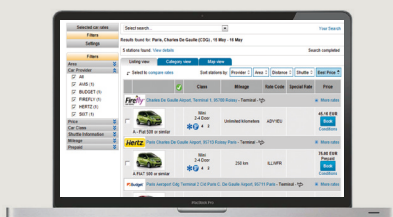
With over 42,000+ car rental locations in 200 countries serving both airport and city destinations, Amadeus Cars Plus delivers a comprehensive portfolio of multinational, local and car broker content. Our feature-rich solution enables customised searches, access to negotiated and public rate bookings, detailed pricing information, comparative shopping displays and much more. With an intuitive and user-friendly booking flow, adding a car rental reservation to the flight is

Amadeus Hotels

From small, boutique hotels to large multinational chains, Amadeus features properties covering all major cities and airports as well as sought-after leisure destinations. With advanced search options, extensive multi-media content, real-time availability and access to a comprehensive range of rates and room types, Amadeus can cater for all your customers' accommodation requirements, whilst earning substantial commission revenue for your airline.

Amadeus Insurance

With the extra peace of mind that travel insurance brings, incorporating Amadeus Insurance into your cross-sell offering provides a total-trip experience for your passengers. Select from the wide range of industry-leading insurance companies that provide coverage in 75+ markets. In just one click, your customers can purchase the appropriate insurance policy which is then fully integrated into the passenger name record, becoming an integral component of the trip.



Implement the cross-sell technology that works best for your sales channels:

Whether you require an off-the-shelf 'plug and play' booking tool or a customised, full-service ancillary solution, Amadeus technology applications are flexible and scalable to suit your precise business needs, integrating seamlessly with Altéa, enhancing operations and the customer shopping experience.

For your online channel:

For a fast and simple implementation, our powerful Amadeus e-Retail web booking engine provides a user-friendly and flexible interface, together with intuitive functionalities that can be easily customised to match your existing 'look and feel'. For custom user interface development projects, we can support you with our Web Design Services which are also compatible with Amadeus Shopping Basket, a powerful and versatile shopping cart solution designed to drive on-line sales and bring your cross-sell business to the next level. For specific requirements, Amadeus Web Services provides another option to develop a cross-sell booking solution.

For your offline channel:

With [Altéa Reservation Desktop](#) and [Altéa Call Center](#) your booking agents can easily convert flight queries into profitable cross-selling opportunities, by prompting customers to add a hotel, car or insurance reservation which is seamlessly integrated into the master PNR.

Benefit from our 'know-how' and global supplier network:

With over 25 years experience in delivering innovative technology solutions to the travel industry, Amadeus has the knowledge and expertise to guide you into becoming a successful ancillary service retailer.

- we can facilitate valuable commercial contacts thanks to strong global partnerships with our car, hotel and insurance suppliers.
- we have an in-depth understanding of the ancillary supplier business models.
- we provide online and offline booking solutions, and guarantee a smooth implementation transition with ongoing post-sales support.

Add Value to Your Airline Business with Cross-sell Ancillary Sales

Increase revenues

- Boost your share of total travel expenditure by earning 10-40% commissions on Amadeus hotel, car and travel insurance bookings.

Brand Longevity

- Compete with online players with our award-winning e-Retail booking engine, and strengthen your brand value by becoming a full-service travel retailer.

Customer Satisfaction

- Give your passengers a total-trip experience, making it faster and easier to book all travel arrangements in one place, and access from one PNR.

Small Outlay, Big Results

- With minimal investment, turn your airline into a select travel shop with state-of-the-art reservation technology across all touch points.
- Benefit from technology enhancements and new content at no extra cost.
- Enjoy workflow efficiencies with full PNR integration in mid and back-office applications, improving productivity and profitability.

Find out more

For further information, visit amadeus.com/airlineIT or please contact us: cross-sell@amadeus.com