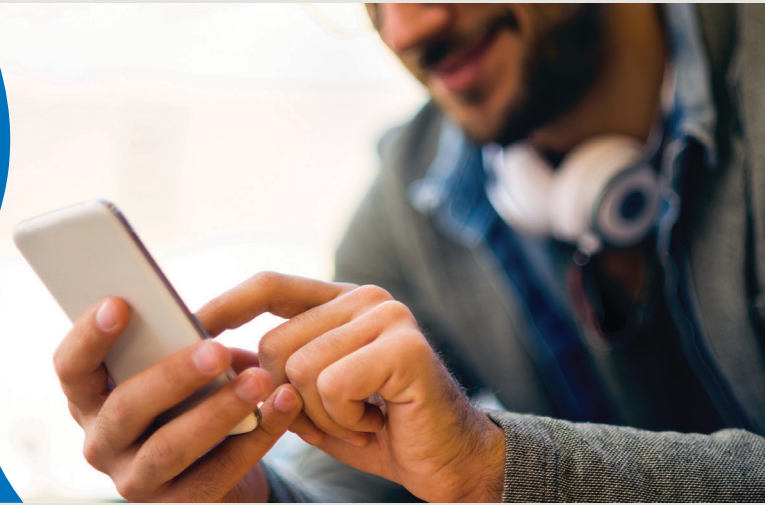


Offer additional relevant content to your travellers and increase your sales with **Amadeus Cross-Sell Notifier**



# Amadeus Cross-Sell Notifier

Cross-sell notifications on the move

**Travellers tend to use different booking channels when organising a trip. A flight is usually booked first with a travel agent, followed at a later date by hotel accommodation and car rental, often using the providers' websites. As a result, the travel agent is often missing hotel and other externally sourced booking information and is losing potential sales and revenue.**

**Amadeus Cross-Sell Notifier is an automatic tool, independent of any booking channel, which enables travel agencies to fill this gap by providing their customers with additional cross-sell content using email or SMS notifications.**

## Grow your sales

Amadeus Cross-Sell Notifier helps you to generate new revenue by multiplying cross-sell opportunities to cover all your customers' needs during the entire trip. Relevant offers can be sent to remind travellers to complete their trip when the related segment is missing in their booking, allowing you to maximise cross-sell opportunities from the booking time until the trip departure date.

## A choice of communication channels

Amadeus Cross-Sell Notifier offers a choice of SMS and email to send notifications to your customers, so you can select the most suitable type of message you want to send. An SMS could be used for insurance services proposals, for example, while an email would better display rich hotel content.

Different types of communication channel can also be combined to optimise communication with your customers.

For instance, hotel offers could be sent by email several weeks before departure, and if no hotel is booked one week before departure, a new notification can be sent by SMS. All notifications are tracked and proposals are stored for an instant view of what offers have been sent.

## Flexible rules for optimal results

Amadeus Cross-Sell Notifier's powerful recommendation engine automatically identifies eligible bookings and selects the appropriate content for notifications using smart profiling. The business rules engine allows you to customise the general configuration and message layout, and choose the notification timing and communication channel according to your requirements. This allows you to optimise which messages are sent at which time and through which channel.

## Get to know your customers better

Intelligent reporting for customer profiling and booking behaviour can help to measure efficiency. Improve your cross-sell strategy by identifying customer preferences, why they booked and why they did not. The reporting can also help to increase the relevance of recommendations by refining the settings to target customers with the right recommendation at the right time.

## Increase customer loyalty

Notifications are tailored to your customers' itinerary and can be sent in their preferred language. The possibility to customise notifications is an important competitive differentiator, allowing you to reinforce your agency's brand and at the same time giving your customers a personalised service.

## Key features and benefits of Amadeus Cross-Sell Notifier

### Grow sales and diversify your portfolio

- \_ Increase sales and generate new revenue with additional cross-sell content
- \_ Flexible notification time rules maximise cross-sell opportunities from the booking time until the trip departure date
- \_ Increase cross-sell sales, such as for hotels, car hire or ancillary services

### Optimise productivity

- \_ Automatically identify eligible bookings, select appropriate recommendations and generate notifications
- \_ Highly flexible rules allow notifications to be configured according to your traveller's needs
- \_ Reporting allows you to trace the relevance of notifications/recommendations in order to improve cross-sell strategy

### Increase customer loyalty and retention

- \_ Provide your customers with a personalised service of relevant content
- \_ Communicate with customers in the language of their choice
- \_ Reinforce your agency's brand with customised emails

Dear Customer,

We wish you a pleasant trip to Panama City on the 19-Oct-2014.

Reference: 6IQ4XL ([View itinerary](#))

**Have you considered a travel insurance for your trip?**

If you need assistance, please contact us.

**Do you need a hotel reservation for your trip from New York to Panama City on 19-Oct-2014, referenced 6IQ4XL?**

Below, you will find a small sample of hotels that could fit your needs.

Should you require our help to book your hotel stay, please send us a mail specifying your needs or alternatively call us at +33 0123456789. We would be delighted to take this off your "to do" list.

**Hotel** ★ ★ ★ ★ (First class)

**Intercontinental Miramar Panama - Intercontinental**

Address: Miramar Plaza Balboa Ave. 5 Panama  
Telephone: 5-07-2234891

Price: From 184.00 USD before taxes, per night

Room and rate description:  
Best flexible rate . Deluxe room 1 king bed relax in a comfortable . Room while enjoying the ocean view or your . [> Accept this offer](#)

**Hotel** ★ ★ ★ (Standard)

**Crowne Plaza Panama - Crowne Plaza Hotels**

Address: Avenue Manuel Espinoza Batista And Eusebio A Morales 832 1423  
WTC Panama City  
Telephone: 5-07-2065557

Price: From 113.00 USD before taxes, per night

Room and rate description:  
Best flexible rate . 1 King bed deluxe watch your favorite shows or . Movies on the 32 inch tv with cable and movie . [> Accept this offer](#)

For any questions, please feel free to contact us by return email or by phone.

Thank you.

**NOTICES:**

Please note that these offers are not confirmed reservations. Their availability and price were established at the time and date of generation of this document, and are not guaranteed. Your travel agent will notify you of the exact conditions that apply at offer confirmation time. This document cannot be used for travel and is for information only. This document contains confidential and privileged information.

To unsubscribe from this list, please click [here](#)

Example of an Amadeus Cross-Sell Notifier email notification

### 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.