



**Amadeus Offers** is an industry-leading solution that optimises your pre-booking activities to benefit both your business and your customers



# Amadeus Offers

Managing demand and travel offers

**Amadeus Offers is an innovative cross-channel solution that centralises your pre-booking activities by storing travel data in a single location, with the possibility of exchanging trip proposal details with travellers via e-mail or other Amadeus applications.**

## Leading innovation

The management of pre-booking activities typically constitutes about a half of an agency's daily workload, but until now there has been a lack of appropriate tools to facilitate this complex and essential phase of the reservation process.

Amadeus Offers provides travel professionals with a comprehensive demand management solution, from handling trip proposals in the pre-booking phase to offering alternative travel arrangements after departure.

## Improve efficiency and boost revenue

Amadeus Offers uses automated processes that replace time-consuming workarounds to deliver impressive productivity gains, reducing the average time spent on trip management by as much as 60%.

You can eliminate duplicate and fictitious bookings, in turn reducing the

cancellation of bookings and the risk of debit memos.

Stored trip proposal data can also be used to propose the sale of additional services to travellers.

## Streamline demand management

Using the existing booking flow, trip quotations are stored in the same passenger name record (PNR) as the itinerary, providing a complete view of a traveller's options.

Proposals can be quickly and easily exchanged with travellers via e-mail using the Offer Notice, which provides clear information for decision-making. Once an offer is selected, it can be quickly retrieved and confirmed into a booking in a single transaction.

The consolidated view of your customer's travel options allows for easy servicing, and gives you the means to manage any changes during a trip, with alternatives instantly accessible.

## Business intelligence reporting

Stored travel data of proposed and confirmed offers can be used to generate reports for analysis of pre-booking behaviours and trends, giving you valuable information to optimise your operations management.

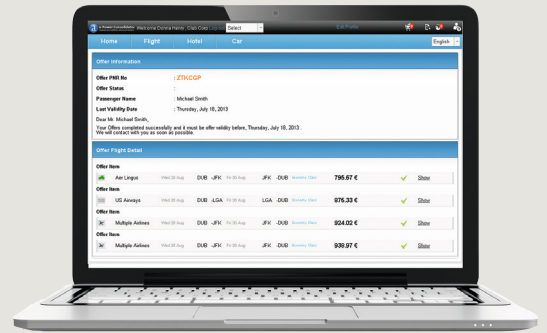
"We were enthusiastic to try Amadeus Offers, and it has already exceeded expectations after just a few months usage. It delivers significant time savings and opens up new business opportunities around pre-booking activities.

A very important plus is the real added value we can now provide to customers."

Jan Van Steen,  
Director, Omnia Travel

## Key features of Amadeus Offers

- \_ Propose offers for flights, hotel and car rental to your travellers and confirm them quickly into bookings, including for low-cost carriers.
- \_ Extended Offers allow you to create quotes for externally sourced content that can be included in the Offer Notice or a proposal, and that can also be confirmed into a booking.
- \_ The Offer Notice is a customisable, pre-formatted e-mail that includes flight/hotel/car rental details, pricing and a summary of fare conditions. Send documents in either HTML or PDF format and include attachments via a link. The content can be automatically translated into one of 31 languages.
- \_ Package a number of offers together, including Extended Offers, into a proposal that can be sent to a traveller with a single price.
- \_ Access Amadeus Offers with all versions of Amadeus Selling Platform Connect and Amadeus Selling Platform command page, as well as through Amadeus e-Travel Management, Amadeus e-Power Consolidator and Web Services. Offers containing air content can also be displayed in CheckMyTrip by Amadeus to provide extended cross-channel consistency.



Amadeus Offers in Amadeus e-Power Consolidator

## Key benefits of Amadeus Offers

### Increase productivity and revenues

- \_ Save time and money with an optimised demand management process, replacing time-consuming workarounds
- \_ Increase sales by proposing additional services based on stored trip proposals
- \_ Consolidate bookings (guaranteed) and offers (not guaranteed) for greater flexibility and improved efficiency

### Enhance customer satisfaction and retention

- \_ Reinforce your brand and extend your potential market using the Offer Notice, with customisable fields and automated content translation into 31 languages
- \_ Demonstrate the value you deliver, detailing realised and missed savings using Amadeus Offers
- \_ Prove your contractual obligations to propose several alternatives for a trip and accountability for corporate travellers

### Optimise operations management

- \_ Tailor products to your customer's needs by understanding what offers were turned in to confirmed bookings
- \_ Eliminate duplicate PNRs and fictitious bookings to reduce PNR cancellations and the risk of debit memos
- \_ Enhance your commercial relationship and negotiating power with providers using business intelligence from proposed and confirmed offers.

### 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.