

Cross-Sell Ancillary Services

There is so much you can add to the flight!



Amadeus Insurance

Integrating travel insurance services into your website and call centre platforms presents the perfect cross-sell opportunity to increase airline revenues from significant sales commissions, and provides your customers with complete peace of mind when travelling.

Amadeus Insurance can be transparently interfaced into your preferred booking platforms, providing your customers with a comprehensive insurance offering with real-time booking and confirmation capabilities.

One-click booking, maximum conversion

Your customers will be prompted to book travel insurance at five different touch points throughout the flight booking flow*: on the review, purchase, confirmation, manage-my-booking page and on mobile. With our easy one-click booking functionality, conversion rates can be maximised online! Wherever your passengers are travelling, Amadeus Insurance has a portfolio of industry-leading insurance providers that offer global coverage, giving you the scope and choice to achieve substantial insurance policy sales.

*Varies depending on Amadeus e-Retail version.

Multi-Channel Solution

Amadeus Insurance is available through Amadeus online and offline airline distribution channels - Amadeus e-Retail, Amadeus Web Services, Altéa Reservation Desktop as well as mobile - reaching all your customer touch points. And with the insurance booking integrated into the same flight PNR, this allows for quick and easy servicing, and post-trip reporting capabilities.

Benefits at a glance

- New revenue generation: with attractive insurance commissions.
- Quick and easy integration, easy activation of new Points of Sale.
- Multi-channel distribution: sell travel insurance through your online, offline and mobile channels.
- Travel insurance policy can be automatically added to EMD (extra fees apply).
- Consultancy offered before, during & after implementation.
- Extensive choice of travel insurance providers available through one cost-effective connection.
- Increased productivity in ATO/CTOs and call centres thanks to a time-efficient insurance booking tool.
- Full integration of insurance booking with airline PNR and back office system.

Your Cross-Selling Consultant

At Amadeus Insurance, we have built excellent partnerships with a global portfolio of insurance companies. We look back at a proven track record in launching their products on major airline websites and in airline call centres. When you decide to add Amadeus Insurance to your airline offering, we will be able to assist you throughout the entire process. This includes putting you in contact with the right provider, offering our technological expertise during implementation, as well as an assessment of conversion rates once the insurance booking functionality is live. Together we will make sure your new ancillary service becomes a success.

Travel Insurance added to EMD

Upon your request, travel insurance policies can be automatically added to EMD (Electronic Miscellaneous Document). Extra fees will apply.

- Seamlessly interlined with other travel transactions.
- Revenue tracking and collection is easier: less need for expensive exceptional processing.

Did you know that..

The Amadeus e-Retail Engine provides five separate opportunities for the insurance product to be sold? It can be integrated into the:

- _ Air fare review page*
- _ Purchase page
- _ Confirmation page
- _ Manage My Booking page
- _ Mobile

*Depending on e-Retail version.

More than

35 airlines

around the globe have already added travel insurance to their service offer.

Amadeus Insurance:
keeping it simple... and profitable

To find out how your business can benefit from fast, efficient and profitable insurance sales visit amadeus.com/airlineIT, contact your local Amadeus representative or drop us an email at cross-sell@amadeus.com for more information.

Let's shape the future of travel.

“I'm really satisfied with Amadeus Insurance! The way the product is presented, the ease of booking and the fact that all travel elements are in one place allows us to complement our product offering while maintaining an excellent customer experience”

Lisette Castaneda
Ancillary Revenue Manager, Avianca

