



Airsavings launches Genius365 concierge service initiative

PAX International e-Newsletter, August 8, 2011

Supplier News

Airsavings, a company offering ancillary revenue development services for the airline industry, has launched its newest revenue initiative, Genius365.

It is a concierge service that provides traveler assistance for various aspects of the experience, from ground transportation to hotel and restaurant reservations to emergency medical services.

Travelers who participate in the Genius365 program have access to a local concierge for every destination on their itinerary, in addition to personal assistance services. The company says the program can help airlines reward existing customers and create an ancillary revenue stream, while maintaining brand interaction with travelers at every phase of their experience.

The program can be implemented at no cost to carriers, without any investment in development or infrastructure. Concierge services are available in any language, time zone and country to assist customers with the logistics of travel.

Genius365 rates start at £0.55 per day, which Airsavings says will offer travelers complete confidence and security through a concierge service that will provide immediate assistance at any time. For airlines, an inducement to purchase a Genius365 product can be placed at any point in the booking process, including in the confirmation email, the confirmation page, the booking engine and on a separate white-label micro-site.

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