

#### ■ OPPORTUNITY KNOCKS

MCS is a classic example of pushing appropriate packages to potential customers at the most opportune moment. "The right time is when the customer has the payment card in their hand and is ready to buy," declares Raphael Bejar, CEO of Airsavings.

To be able to make such offers, Bejar advises airlines to follow the example of online sales giant Amazon. He points out how Amazon "utilises data-driven automation, including customer channel preferences, managing the way in which content is displayed to different user types, and using merchandising and recommendation (showing related products and promotions)" to get extra sales.

"This dynamic packaging applied to airlines means integration [of the offer] into the flight booking process to offer one-stop shopping and deliver higher penetration," Bejar notes. It is not just LFAs which can benefit from dynamic packaging, though, as enticing the customer to purchase more can also be linked with loyalty programmes, an area more in common with regionals which have major airline partners.

Having provided the product and persuaded customers to buy, airlines must have in place the applications to get the money into the company as swiftly and efficiently as possible. Amadeus is aiming to help airlines in this process with the first module of Amadeus Airline Service Fees, a new IT solution which automatically prices and collects ticketing fees through multiple channels, all in compliance with Airline Tariff Publishing Company (ATPCO) and IATA regulations.

