AIRLINE REVENUE INTEGRITY

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FLASH

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SOLUTION PRESENTATION

FLASH can reduce an airline's distribution costs, produce booking discrepancy reports and contribute significant improvements to an airline's Revenue Integrity goals. FLASH is the most flexible and adaptable robotic application available. All through an inexpensive and easy-to-use automated business solution.

FLASH is defined an "expert" system. It emulates the actions of an experienced operator working in an airline's host reservation system. FLASH can reduce airline distribution costs and solve staffing problems, in multiple business areas, by providing an automated business solution. FLASH is based on over 20 years of airline experience. FLASH has been in daily operation and subjected to rigorous testing. Excellent results have been achieved by demanding users.

FLASH major applications

Revenue Integrity - Addressing Revenue Protection and Recovery

- ❑ Ticketing Time Limits
- ❑ Duplicates
- ❑ Waitlists
- ❑ No Shows
- ❑ Limit DOD Cancellations
- ❑ Fictitious and Speculative Names

Revenue Integrity – Beyond the Real Time Action

- ❑ Track every cancel/message to understand RI efficiency
- ❑ Match against BIDT
- ❑ Churning
- ❑ Booking and Cancel Curves

A scalable solution reaching across all levels of an organization:

Online and Trip Violations

- ❑ Check ITIN
- ❑ Price PNR
- ❑ Report any differences

CRC - Any queue activity

Customer Service

- ❑ Schedule changes
- ❑ Ad hoc processes
- ❑ Out of sync tickets
- ❑ SSR coordination
- ❑ Un-ticketed Infant/Lap Child

Quality Control

- ❑ Group Acceptance/Chase
- ❑ Synchronize SSR/OSI across GDS/Host PNRS

FLASH enables an airline to automate its queue handing by providing:

- ▪ Approximately 90% automated message handling
- ▪ Queue processing
- ▪ PK notification and flight firming
- ▪ An inexpensive robotic approach
- ▪ Actioning messages and/or PNRs based upon your own processing rules.

While FLASH is running, the airline can watch a display of every action taken and see the total statistics too. It can also customize the queues to match your own operation.

Features & Benefits

FLASH provides an airline with the tools required to dramatically reduce distribution costs and improve yield whilst minimizing required staffing levels.

This is achieved by its:

- ❑ Ability to automate almost any task

- Unattended 24-hour operation
- Simple scripting language. Easy to use and modify. Ease in rule changes and adaptation to any GDS updates
- Statistics on every action by GDS source
- 3D graphics and charts
- Complete audit trail
- Ability to process messages or PNRs from a queue or "text" file
- A wide range of capabilities
- A simple user interface
- Statistical tracking for total accountability
- Capability to combine with BIDT to manage distribution costs
- A long term extensive industry tested software package
- COTS (Customizable Off the Shelf) capabilities and is "Mission ready"
- Completely scalable

FLASH can serve various areas:

Message Edit Department

- Resolve up to 90% of rejected messages without human intervention. This includes divided PNRs, reductions, name changes, sales, cancels, re-books, SSR and OSI.
- Process important messages speedily
- Reduce message queue backlog
- Minimize human processing errors

GDS Distribution department

- Validate passive segments entered by travel agents (Passive Segment Notification)
- Eliminate distribution costs associated with excessive waitlists

Marketing Automation Department

- Reduce duplicate bookings
- Validate Minimum Connect Times
- Confirm missing unaccompanied minor details
- Automate industry sales campaigns
- Quality Assurance (e.g. policy violations)
- Monitor/Cancel expired ticket time-limits

- Firm flights
- Update host PNRs with missing passenger data (i.e. retrieve the actual GDS PNR)

Airlogica users are currently using FLASH to:

- Eliminate duplicate bookings
- Identify No shows to bill back to travel agent
- Cancel fictitious or speculative bookings
- Misuses of booking class: ticketed in one class, booked in another
- Find minimum connect time violations and reject or cancel booing (There can be different criteria for different flight types, e.g. OA to your airline, domestic to international, regional to major etc.
- Accept or reject passive segments—based on your criteria
- Find expired ticketing time limits—send message to agent to ticket or cancel booking
- Teletype reject processing—handle up to 90% of messages on queue
- Identify missing Information in the PNR and update
- Identify illegal groups
- Add unaccompanied minor information
- Keep track of incentive programs
- Update contact information
- Track and tally on any field in the PNR, e.g. number of passives or premium bookings by agency
- Retrieve full passenger itinerary
- Identify traffic booked in wrong class
- Prevent name changes
- Stop some bookings altogether
- Identify any type of PNR, such as wheelchairs, manually priced tickets
- Clear waitlists
- Sort messages on queues and prioritize for handling
- Validate ticket numbers
- Check for duplicates across several flights and/or days
- Prevent agents from creating passives for more passengers than in the host PNR
- Add ticket numbers to host bookings from GDS
- Handle flight delays by robotically accessing all passenger contact information by flight