



ENHANCING AIRLINE ECONOMICS

COMARCH TRAVEL ASSISTANT FOR AIRLINES

The globalized and digitalized world has made a new type of competitive advantage possible: access to information from any place at any time. Smartphones and mobile applications have made this requirement possible. Comarch Travel Assistant for Airlines (CTA) is a mobile application developed with special attention paid to the informative requirements of airline clients, including demand for localization and navigation services. In addition, the application can be an airport's digital portal and a valuable source of additional revenue.

SYSTEM OVERVIEW

Comarch Travel Assistant for Airlines is a tool designed to aid travelers in managing their journeys. It is a modern, modular and easy to use application that can virtually guide passengers. Up-to-date and personalized travel information is delivered directly to passengers' mobile devices, like mobile phones, digital book readers and tablets. Each user can access their itineraries, flight details, weather forecasts, gate information and baggage locations.

Integrated with an airline booking engine, Comarch Travel Assistant for Airlines can be a new channel for presenting the schedule, purchasing options and price for every flight. Linked with an airline's frequent flyer system, it offers the ability to look up statuses, redeem miles for awards as well as other account management activities.

In addition, the system offers the use of alerts to remind passengers about important events, like check-in or boarding. Messages received as emails or SMS's provide information regarding any flight schedule anomaly. Airport information enables a passenger to find boarding gates as well as locations of other points of interest. This feature makes navigating an airport more comfortable and reduces the overall time spent searching.

The system can also provide entertainment services in order to make waiting time more enjoyable. This feature includes music, videos on demand or online games. In addition, the system utilizes social community services to provide the current location of your friends while enabling various types of interaction with other travelers.

BENEFITS FOR AIRLINES

- ▶ A perfect media of mobile communications
- ▶ One-to-one dialogue with travelers
- ▶ Direct promotion options
- ▶ Dedicated, context oriented offers
- ▶ Source of additional revenue
- ▶ Fully configurable services and communication channels
- ▶ Extensive reporting capabilities

BENEFITS FOR PASSENGERS

- ▶ Mobile access to all information regarding the journey
- ▶ Enjoyment of entertainment
- ▶ Localization and navigation services in an airport
- ▶ Alert services
- ▶ Receipt of rebates and discounts
- ▶ Redemption of FFP miles
- ▶ Designed for a wide range of mobile devices

FLEXIBLE INTERFACE

- The system meets sophisticated expectations regarding interface requirements and applies state-of-the-art technologies enabling CTA to run smoothly on various systems which operate on electronic devices such as:
- ▶ Mobile phones
 - ▶ Smart phones
 - ▶ Notebooks
 - ▶ Tablets
 - ▶ Digital book readers
 - ▶ Other devices

SYSTEM COMPONENTS

TRAVEL INFO

This module is designed to aid in the control of passengers' itineraries:

- ▶ A constantly up-to-date flight itinerary
- ▶ Gate numbers and boarding instructions
- ▶ Aircraft & seat info, baggage location
- ▶ Information on rebooked flights with details on how to proceed
- ▶ Airport weather reports
- ▶ Travel Planning – the fastest and easiest way to plan the trip

ALERT SERVICES

Informs passengers about facts/events affecting the journey:

- ▶ Check-in alert with check-in desk location
- ▶ Boarding alert with gate information
- ▶ Personal contact requests
- ▶ Gate and boarding time changes
- ▶ Flight delays and cancellations with further instructions
- ▶ Weather forecast en route to the port of destination

AIRPORT INFO

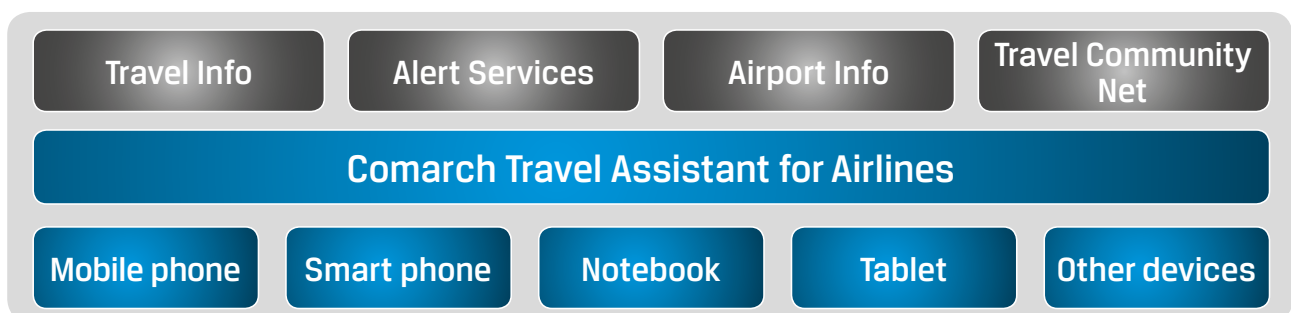
Airport Info is designed to supply various types of information about an airport. The module offers:

- ▶ Passenger navigation to the desired airport locations
- ▶ Passenger tracking (with their permission) for the sending of information at the most relevant time
- ▶ Delivery of information (ads) regarding various possibilities: shopping, dining, exhibitions etc.
- ▶ Promotions and offers tailored to meet specific passenger needs (based on passenger profiles)
- ▶ Regional promotions - in and around the airport

TRAVEL COMMUNITY NET

Travel Community Net was designed to entertain and turn waiting time into a pleasure. The opportunities include:

- ▶ Single and multiplayer net gaming
- ▶ Mobile messenger, chat, forum with a picture exchange option
- ▶ Music & video on demand
- ▶ IPTV
- ▶ Enjoyable web interface



OUR ADVANTAGES

Comarch is a global IT business solutions provider specializing in forging client relationships to maximize customer profitability and optimize operational and business processes. Comarch's primary advantage lies in the extensive domain knowledge accumulated in our software products which we use to deliver and integrate sophisticated business IT solutions. In addition, our broad experience in delivery of systems powering loyalty programs in many industries all over the world makes us a perfect partner for an airline that has decided to launch or modify their frequent flyer program.

COMARCH TRAVEL CRM FAMILY

Comarch Travel Assistant for Airlines is a component of Comarch Travel CRM Airline Suite. Visit www.airlines.comarch.com and learn more about other products from the suite:

- ▶ Comarch Loyalty Management for Airlines
- ▶ Comarch Contact Center
- ▶ Comarch Smart Analytics
- ▶ Comarch Campaign Management

info@comarch.com

Comarch SA
Al. Jana Pawła II 39 a
31-864 Kraków
Poland

phone: +48 12 64 61 000
fax: +48 12 64 61 100

www.airlines.comarch.com

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Comarch is a leading Central European IT business solutions provider specializing in forging business relationships that maximize customer profitability while optimizing business and operational processes.
Comarch Spółka Akcyjna with its registered seat in Kraków at Aleja Jana Pawła II 39A, entered in the National Court Register kept by the District Court for Kraków-Śródmieście in Kraków, the 11th Commercial Division of the National Court Register under no. KRS 000057567. The share capital amounts to 8,051,637,00 zł. The share capital was fully paid. NIP 677-00-65-406
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