

# ITA PSS Reservations

ITA SOFTWARE'S INNOVATIVE PASSENGER SERVICE SYSTEM



# Innovation & Efficiency at Every Customer Touch Point

## Introduction to ITA PSS Reservations

ITA PSS Reservations provides a flexible set of reservation features and enables airlines to deliver superior service and an improved customer experience – regardless of the distribution channel. Easy to learn and use interfaces create efficiencies for agents and keep the focus on the needs of the traveler.

For a comprehensive customer-centered approach, ITA created a uniquely integrated customer profile database that lets airlines tailor promotions and specific automated system features for individual travelers and their companions. With ITA PSS Reservations, airlines can provide better service while greatly increasing the probability of ancillary revenue conversion – and ultimately create more satisfied travelers.

## > Features

- Integrated customer profiles*
- Customer value metrics*
- Booking management*
- Advanced shopping (fares, prices, and availability)*
- Quick currency conversion*
- Integrated optional services shopping*
- Automated ReShop™ capabilities*
- Automated seat selection*
- Ticketing*
- Codeshare, alliance, and distribution partner support*
- Integrated travel credit repository (EBank)*
- Highly configurable business logic*
- Robust XML Application Programming Interface (API)*

## > System Components

*ITA PSS Reservations application, including:*

- Agency administration*
- Role manager*
- Reference information*
- Sales closeout*
- Emergency lockdown*

*Call center web application (GUI)*

*Airport client (GUI)*

*Airline commercial website (IBE)*

*Agency website*

*Mobile application front-ends*

*QPX™ airfare pricing and shopping, including Reward Shopping & ReShop™*

Navigation: Quick Lookup | Reservations | Customers | Shop | Queues

Case Logs: New Call | Case Logs

Shop Vancouver / Madrid  
03 Oct - 17 Oct  
Mr Peter Parker  
dchapman@itasoftware.com

New Trip Search → Flights — Passengers — Options — Purchase

Shopping Session Debug Info (  show solution debug )

Booking for 1 adult

→ Vancouver to Madrid -not chosen yet-  
Madrid to Vancouver -not chosen yet-

Flight Times | Stops/Connects | Airlines | Dates | Airports | More Options

CHOOSE DEPARTING FLIGHT - SUN

All fares displayed are in Dollars (USA), include taxes, fees, charges or some sur detail on the Review page. All fares show time for the number of tickets requested. Fares are guaranteed once your ticket is

Star Alliance partners | Select All | Unselect all

Depart	Arrive	Time	Airline	Flight	Class	Fare	Tax	Total	Executive (Flexible)	First
17:05	15:30 (+ 1 day)	13h 25m	LHR	AC854 BA7061 *1	+	\$546	\$1,705	\$1,950	\$4,683	-
17:05	16:30 (+ 1 day)	14h 25m	LHR	AC854 BA464	+	\$546	\$1,705	\$1,950	\$4,683	-
17:05	17:30 (+ 1 day)	15h 25m	LHR	AC854 BA460	+	\$546	\$1,705	\$1,950	\$4,683	-
17:05	18:55 (+ 1 day)	16h 50m	LHR	AC854 BA7063 *1	+	\$546	\$1,705	\$1,950	\$4,683	-
17:05	19:45 (+ 1 day)	17h 40m	LHR	AC854 BA7065 *1	+	\$546	\$1,705	\$1,950	\$4,683	-
17:05	20:55 (+ 1 day)	18h 50m	LHR	AC854 BA7059 *1	+	\$546	\$1,705	\$1,950	\$4,683	-
17:05	22:10 (+ 1 day)	20h 05m	LHR	AC854 BA7057 *1	+	\$546	\$1,705	\$1,950	\$4,683	-
17:05	23:00 (+ 1 day)	20h 55m	LHR	AC854 BA462	+	\$546	\$1,705	\$1,950	\$4,683	-
17:05	15:30 (+ 1 day)	13h 25m	LHR	AC854 IB3175	+	\$1,357	\$3,050	\$2,945	\$4,683	-

Call Center Interline Shopping

Navigation: Quick Lookup | Reservations | Customers | Shop | Queues

Case Logs: New Call | Case Logs

Mr Peter Parker  
Profile Info | Bookings | Travel Credit | Preferences | Travel Companions | Remarks | History

TRAVEL CREDIT

Current Balance: 2,414.97USD

EXPIRATION DATE	BALANCE	REASON
23 Nov 2010	1,147.03USD	Ticket - 0142170010953
30 Dec 2010	431.47USD	Ticket - 0142170010878

DATE	TRANSACTION	AMOUNT	RATE	BALANCE
16 Oct 2009	Deposit	736.47USD		736.47USD
21 Jun 2010	Purchase <b>SM6W7U</b>	-305.00USD		431.47USD
21 Mar 2011	100.00USD	Discretionary - Complementary Compensation		
22 Jul 2011	736.47USD	Ticket - 0142170010879		

Show Inactive Travel Credit

Authorized Travel Agency: None  
Change...

Add Discretionary Credit...

Advanced Profile with Travel Credit

# Reservations Module Highlights

- > Intuitive interfaces let customer service agents focus on the passenger vs. the transaction
- > Modern, easy to learn interfaces cut training times and associated costs
- > Streamlines processes, improves employee efficiency, and reduces call times
- > Advanced customer profile information enables improved customer service and targeted promotions to increase revenue
  - Future and past booking details
  - Preferences of the passenger and their companions
  - Built-in, integrated travel credit repository (EBank) stores credit for future purchases
  - Agent remarks and customer history
- > Includes intelligent and flexible customer value metrics
- > Stores customer data in a central repository, making it easy to integrate and access information about the customer
- > Leverages a comprehensive airfare pricing and shopping system, QPX™
  - Supports single or multiple airline searches, including: shopping-led, availability-led, groups, and employee travel
  - Includes QPX ReShop™, automating and simplifying refunds and exchanges
  - Includes ITA Reward Shopping, replacing time consuming redemption processes with a superb award shopping experience
- > Supports all merchandising models, including integrated and capacity-controlled optional services and branded fares
- > Supports all advanced payment options, including multiple forms of payment per passenger or for entire group
- > Includes sophisticated role-based controls and configurable business logic based on airline rules and processes
- > Fully supports codeshare partners, airline alliances, and distribution partners

# Airline Value

## Increased Productivity

- Goal-oriented interfaces make it easy for agents and customers to shop, book, and ticket reservations in a matter of minutes
- Flexible filters let user narrow down results and see more details quickly, and only when needed
- Automation, based on individual preferences, shortens transaction times and improves customer experience
- Refunds and exchanges can be completed in 6-8 clicks

## Increased Revenue

- Integrating optional services into the shopping and booking process enables more targeted offerings and increases the number of completed ancillary revenue transactions
- Ability to fully participate in alliances allows airlines of all sizes to increase revenues through enhanced network reach and an expanded customer base

## Reduced Costs

- Training time reduced from several weeks to a few days
- Quick currency conversion feature and automated calculation of price variances with refund, reissue, and reaccommodation reduce manual errors and costs

- All ITA PSS modules are built on commodity hardware, which significantly reduces the cost to maintain and operate the system

## Improved Customer Satisfaction

- Better information, shorter transaction times, and consistently superior service levels equate to more satisfied and more loyal customers
- Expanded self-service functionality empowers customers and improves customer satisfaction
- Customer value metrics can be used to determine seating, upgrade, or reaccommodation priority to ensure your most valuable customers' needs are handled with care at all times

## Efficient IT Model

- Centralized data repository allows users to view higher quality information and changes in real-time – from any customer touch point
- Fully supports codeshare partners, airline alliances, and distribution partners without the need for work-around or add-on solutions as partnerships are formed

## Focus on ITA Software Innovations

- Centralized data repository across all ITA PSS modules
- Integrated and capacity-controlled optional services as part of shopping and booking
- Built-in, integrated travel credit repository (EBank) can store non-refundable credits for purchasing future travel
- Intuitive, workflow-optimized agent interfaces reduced training times from up to six weeks to only two days in one of the airline test cases

# ITA PSS: Enabling the Innovative Airline

Built from scratch on modern, open technologies, ITA Software's Passenger Service System (PSS) makes possible the latest advancements in merchandising, self-service, and partnerships. It is easy to learn, use, and manage — and fully supports all network and alliance strategies.

## Achieve Business Agility

### Grow and Transform with Ease

With its highly configurable modules, ITA PSS readily and cost-effectively adapts to the changing needs of your business. Its service-oriented architecture and highly configurable front-ends make it easy to configure and execute airline-specific business logic. All modules adapt smoothly to changes in your requirements.

### Engage in strategic partnerships

Because ITA PSS has interline and codeshare capabilities — including full support for pricing, shopping, availability, inventory control, and airport checkin — you can fully participate in airline alliance partnerships.

### Empower your employees

ITA PSS puts efficient tools and real-time customer data at the immediate disposal of your employees so they're always productive, well informed, and intently focused on servicing your customers.

### Merchandise and distribute your way

ITA PSS has an integrated, extensible profile system and an advanced merchandising system that is easily configurable to your business needs. You'll confidently offer the right products and services to the right passenger at the right time, every time. ITA PSS also uses robust APIs and third party connectivity for merchandising across both traditional and non-traditional channels.

## Embrace Customer Centricity

### Know Your Customers Well

Real-time information is accessible across all modules and at every touch point via the unique central repository of ITA PSS. It's a 360° view of your customers through all available channels, including self-service, mobile, and social media.

### Make it personal

The extensible profile system of ITA PSS contains passenger histories and customer value metrics. Deliver a reliably superior end-to-end travel experience, complete with personal messages and customized services that show your customers how much they're valued.

### Empower your customers

Aided by our PSS Internet Booking Engine with intuitive graphics and flexible filters, customers can effortlessly find what they need and complete the transaction — including automatic ticket changes.

## Realize Rapid ROI

### Unlock Lower Costs

ITA PSS significantly lowers the cost of maintaining and operating the system with a modular platform built on commodity hardware. Goal-driven, user-friendly UIs with flexible workflows for airline employees dramatically reduce process errors and training costs.

### Drive incremental revenues

With ITA PSS, airlines can personalize their marketing based on customer preferences, historical buying patterns, and airline-configured customer values. ITA PSS creates opportunities for upselling and promotion at every customer interaction and touch point, including airport kiosks and mobile applications.

### Build and maintain customer loyalty

ITA PSS takes self-service and automation to new heights, directing customers and employees alike toward value-added initiatives that distinguish your airline and service offering.

# ITA Software Delivers True Business Optimization

## ITA Passenger Service System



### RESERVATIONS

- Centralized data repository
- Centralized, configurable business logic
- Workflow-optimized front-ends
- Integrated travel credit repository (EBank)

## Value to Airlines

- Tailor offers by customer preference and value, personalizing the experience, and provide uniformity across all customer touch points
- Rapidly and cost-effectively modify the system as your business evolves
- Improve productivity and turn service agents into sales agents
- Provide flexible, alternative payment options



### INVENTORY CONTROL

- Advanced, configurable, and flexible inventory control
- Integrated and capacity-controlled optional service data

- Inventory and sell *any* combination of products and services
- Merchandise more effectively and increase ancillary revenues



### AVAILABILITY

- Advanced set of availability solutions to store, calculate, and distribute seat availability

- Handle all of your availability needs, regardless of volume, while significantly lowering cost per query



### PRICING & SHOPPING

- Industry's comprehensive airfare pricing and shopping capabilities for revenue and award fares
- Highly configurable XML interface
- ReShop™, the first to integrate sophisticated shopping into reprice and reissue transactions

- Provide the most competitive and comprehensive shopping and search capabilities available
- Efficiently make changes and rapidly respond to shifting market conditions
- Automate the recalculation of under- or over-payments and the application of waiver rules and penalties



### REACCOMMODATION

- Flexible reaccommodation application that offers multiple re-protection options based on configurable airline business logic
- More detailed information regarding priority status of impacted itineraries and itinerary groups

- Rapidly reprotect passengers and streamline airport operations during unplanned events
- Prioritize affected passengers by customer value



### SCHEDULE MANAGER

- Flexible and intuitive user interface
- Fully automated across all PSS applications

- Easily modify, add, or delete flights for planned changes to the schedule or reactive changes caused by irregular operations
- Enable real-time updates and notifications of changes



### WEB TECHNOLOGY

- Superior front ends for all channels, including airline websites (IBE), travel agency distribution, and call center agents
- Highly configurable web platform

- Provide consistency across all channels
- Create significant efficiency through intuitive user interfaces and filters
- Rapidly implement new e-commerce programs



### DEPARTURE CONTROL

- Shared information between ITA PSS Departure Control and Reservations, in real-time
- Efficient quick access keys and one-key options

- Deliver a more personalized and superior airport experience whether customers interact directly with your agents or use self-service tools like kiosks, mobile applications, or online sites
- Significantly reduce agent transaction times



ITA Software LLC ([www.itasoftware.com](http://www.itasoftware.com)) is a leading provider of innovative solutions for the travel industry. ITA's QPX, a comprehensive airfare shopping system, is used by leading airlines and travel distributors worldwide including Alaska Airlines, Alitalia, American Airlines, Bing, Hotwire, Kayak, Orbitz, Southwest Airlines, TripAdvisor, United, Virgin Atlantic Airways, and others. ITA is now offering a completely new airline passenger reservation system to improve the customer experience. ITA was acquired by Google in April 2011. ITA was founded by computer scientists from MIT and is headquartered in Cambridge, Mass., USA.

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