



# WELCOME

AeroCRS Team and the sponsors would like to welcome you to  
The 2016 Airlines analytics, marketing and payments conference



# Airlines analytics, marketing and payments conference

What are we going to do here?

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## Welcome

Networking



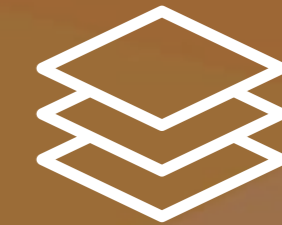
## Announcements

Discover new features and new services by AeroCRS



## Support

Find more about our support channels



## Business partners

Interesting lectures from our business partners



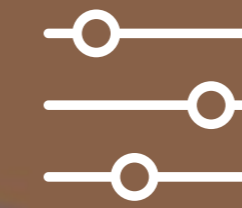
## Learn

Learn more about how to improve your sales and operations



## Solution

Learn more about AeroCRS



## Flow

Learn more on how to improve the flow of your passengers



## Decide

Decide on the future developments in AeroCRS

# Day 1 Agenda

What will we do?



## AeroCRS Year in review

Review of the past year in AeroCRS and welcome new customers



## AeroCRS Recent developments

Review of the recent developments in AeroCRS and unveil some new features.



## Directpay online

Online Payments by Direct Pay Online – learn how to collect payments from the end customer and travel agents



## AeroCRS Analytics

We will unveil the new way for Business Insights using the AeroCRS Analytics by Qlik



## The AeroCRS Solution

Review what AeroCRS features you don't know you even have in your system.



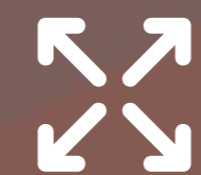
## H1-Air

Going Global Overnight – Outsource GDS distribution to H1-Air and enhance your distribution mix by being sellable in all GDS and 190 markets by 95.000 IATA agencies at once.



## QuestionPro

Customer Journey – Mapping Customer Experience



## AeroCRS Distribution approach

Learn how to manage your distribution over AeroCRS supported channels like LDS, H1, OTAs, Aggregators, AeroCRS Network and more.

# Day 2 Agenda

What will we do?

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## AeroCRS Digital by Booya Digital

Discover the new approach for reaching out to customers using social media, Google PPC, Marketing campaigns and how "AeroCRS Digital" can help you achieve your goals.



## PayPal – Flying High with PayPal

Grow your sales with higher payment conversion



## Matrix BI – Data Driven Marketing

Handling the challenges of Digital Marketing using advanced research tools.



## Directpay online

Online fraud prevention, protect your airline



## Google Analytics and Tag Manager training

Learn how to better manage your website using Google tag manager and Google Analytics



## AeroCRS – Next year developments

Review the next year planned developments and let's decide together the priorities of those plans.



## Round table Panel

We will divide to 6 groups and change every 30 minutes: AeroCRS features, AeroCRS Analytics, AeroCRS Digital, Directpay online, PayPal and Hahn Air  
Registration would be required in advance for the different groups, so we will know which groups you would like to attend.

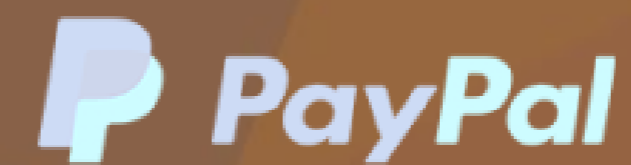
# Our Business Partners

Thank you for sponsoring this conference

Platinum Sponsor



DIRECT PAY ONLINE



Gold Sponsors

# Say Hello to...

New services by AeroCRS



Let AeroCRS Digital handle your online budget, let the team manage your PPC campaigns, Facebook, twitter, LinkedIn and SEO, the digital is managed by our partner Booya with the help of the AeroCRS Experts.

With 10 years of experience, AeroCRS PSS, your partner in service is here with exciting new developments and features

Discover your data, if you are using AeroCRS or not, you can benefit from innovative ways to research your data. AeroCRS Analytics runs on Qlik and maintained and developed by a joined crew from AeroCRS and MatrixBI

# Speakers

Who's here?

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**Ram Beery**

AeroCRS Sales Manager



**Meir Hadassi Turner**

AeroCRS Founder & CEO



**Ofer Geva**

Developer at AeroCRS

# Speakers

Who's here?

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**Moshe Elzara**

CEO & Founder at Booya Digital



**Ori Oron**

CTO & Founder at Booya Digital



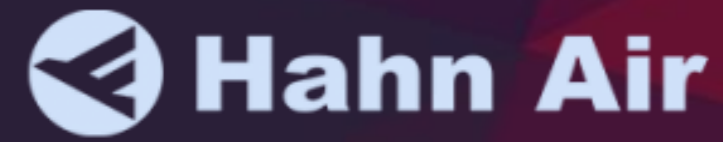
**Amir Porat**

Head of Analytics Division at Matrix Bi



# Speakers

Who's here?



**Alexander Proschka**

Head of Hahn Air Systems



**Yakov Bason**

Sales and Merchant Services Manager,  
Sub-Saharan Africa at PayPal



**Eran Feinstein**

CEO at Direct Pay Online Group



**Praful Khabiya**

Sales Manager, Europe and Africa at QuestionPro



**Jan Willem Kappes**

Head of Account Management at Hahn Air Systems



**Kate Gathii**

Marketing Manager at Direct Pay Online



**Aditya Bhat**

Vice President, Sales at QuestionPro

# The passenger flow

It's all about your passenger



# AeroCRS in numbers

Some numbers for you... (Year to date)

**44**

**AIRLINES**

Hosted on the system

**3,479,849**

**BOOKED SEGMENTS**

Booked flights on AeroCRS  
with all airlines

**11,877**

**AGENTS**

Agencies profiles loaded to  
the system

**14,461**

**USERS**

Users using the system

**1,135,224**

**REPORTS ISSUED**

Reports issued from the  
system

**1,064,884**

**BOOKINGS**

PNRs created in the system

# AeroCRS support in numbers

Some numbers for you... (Year to date)

**2,800**

SUPPORT TICKETS

Served in the past year, questions, development requests and more

**94%**

SATISFACTION RATING

94% of you said you are satisfied from the speed and professionally of the support team.

**12**

AVG TICKETS A DAY

On average you open 12 tickets a day

**34%**

OF TICKETS ARE REPLIED WITHIN 1 HOUR

That's the time we take to response and mostly to solve your query (including weekends)

**38**

OPEN REQUESTS

Open requests from customers today

**68%**

FIRST REPLY WITHIN 4 HOURS

We answer 68% of the tickets within 4 hours.

# Your websites in numbers

Some numbers for you... (Year to date)

**56%**

**BOUNCE RATE**

Exit the website from the home page

**4,190,495**

**WEBSITE VISITORS**

People who visit your sites

**2:21**

**MINUTES**

On average they spend on your site

**27%**

**MOBILE VISITORS**

Enter the site from a mobile device

**876,850**

**START A BOOKING PROCESS**

On the website and try to book

**68,350**

**BOOKINGS MADE**

Actually finish a booking on your site

# Features introduced over the year

We have worked very hard this year



## QUICKBOOKS, SAGE & KRONOS

Integrations to revenue accounting software



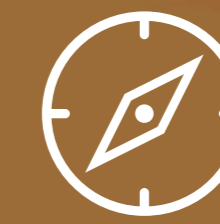
## NEW SERVERS

We have moved to IBM, allowing more flexibility



## ONLINE CHECK-IN

The ability for your customer to online check-in



## SEAT MAP

Let your customers choose where to sit.



## CONNECTION FARES

Allow more sophisticated "through fares" and sell them online.



## WEBSITE CALENDAR

Show customers a grid of available flights per month



## AEROCRS ANALYTICS AND NEW REPORTS

Multiple new reports in the system and our new Analytics service



## ANCILLARY SALES

Sell ancillary on the site, mobile and CRS

# Features introduced over the year

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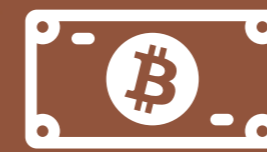
## PNL MANAGEMENT

See PNL/ADL messages and better manage DCS connectivity



## NAME CHANGE FEE

Charge for name changes



## LIMIT OF CURRENCY

The ability to set a specific currency per booking and block payment in other currencies



## CHARGE TYPE

Allow your customers to choose if they are residents or not and show different fares



## ARCHIVE UPGRADES

Upload documents directly to the PNR archive



## DUPLICATE PASSENGER

Immediately see which passengers are duplicate on a flight



## MINIMUM / MAXIMUM STAY

Set minimum and maximum stay for fares and do better revenue management



## AUTO PNR LOCK

Set the system to auto lock bookings.

# Features introduced over the year

We have worked very hard this year



## NEW BOOKING TRANSFER

Improved booking transfer module



## WALK-IN

Allow passengers to book without the need to sign-up on the website



## INVOICES

Improved logging and multiple changes to the invoice layout



## AUTO BAGGAGE TAGS

Automatically save baggage tag numbers in check-in



## MULTILINGUAL INVOICES

Improved multilingual invoices and settings per invoice



## MULTI-CURRENCY DEPOSIT

Allow your agents and customers to deposit money in different currencies.



## NEW MOBILE PAYMENT

Improved integration with directpay mobile payment solution



## DEFAULT MESSAGES

The ability to set different messages to customers on their booking alerts, PTL, TTL etc.



# Features introduced over the year

We have worked very hard this year



## NEW INVOICE VALUE DATE

Improved way to charge your agencies according to your contract.



## RENTAL CARS

Allow your passengers to book a car while in the booking process



## QUESTION PRO

Send your customers surveys about the flight



## NEW API

Get OTAs, META searches etc to your API easily with new documentation center



## TRAVELFUSION

Your gateway to more than 300 OTAs and META search engines



## FARE SCHEMES

Manage different fare schemes to agencies



## MULTI-LEG RESTRICTIONS

Restrict specific legs within a multi-leg flight



## AUTOMATED PROCEDURES

Improve your procedures by setting the system to automatically ticket, confirm etc.

