

S7 Airlines Case Study

OpenJaw increases S7 Airlines conversion rate by 100% on all products



OpenJaw increases S7 revenue by 30%

Background

S7 Airlines is Russia's largest domestic carrier. It operates flights to more than 80 destinations in 20 countries throughout Europe, the Middle East and Asia (including 45 destinations in Russia). S7 Airlines carries over 11 million passengers annually.

S7 Airlines has built a strong reputation for digital innovation. It leads the Russian market in the provision of services, allowing passengers to choose flights, book tickets, make payments and check in through its website or mobile apps. The S7 Priority programme meme enables almost 1 million frequent flyer's to collect miles, receive bonus from S7 oneworld airlines and other commercial partners.

The Challenge

In 2011, S7 Airlines wanted to shake off its reliance on the legacy technology provided by an inflexible vendor. S7 Airlines sought to partner with an innovative, responsive online technology provider.

The partner would enable S7 Airlines to innovate at product level, open up new revenue streams, and have a greater control over the customer experience, while taking advantage of the latest flight booking technology on the market.

The S7 Airlines business model was heavily orientated to distributing through indirect channel, and, as result, S7 had zero capability to have a relationship with their customers.

S7 Airlines wished to transform themselves into a travel retailer to unlock new revenue opportunities and boost customer loyalty.

S7 Airlines sought to turn the table on its traditional business model – and orient all its business towards the direct channel. The airline needed to create a consistent customer engagement by enhancing the passenger journey and making it easy to create retail travel options, such as Air Ancillaries and High Margin Ground Ancillaries (hotel, car, insurance and transfers).

S7 chose to partner with OpenJaw to leverage modern technology at the same time as gaining access to strategic insights on retailing.

The Solution

The OpenJaw t-Retail Platform provides S7 Airlines with a dynamic retailing capability for the merchandising of Air and other travel products, such as Air Ancillaries and High Margin Ground Ancillaries (hotel, car, insurance and transfers) – for revenue and redemption.

The t-Retail Platform enables S7 Airline customers to fulfil all of their travel needs at a one-stop-shop, creating a real travel retail innovation in Russia.

Omni-Channel Approach

The t-Retail enables S7 to connect with its customers across multiple channels, including web, Contact Centre (for Sales and Servicing), and mobile. The contact Centre solution provides a web-based graphical interface for agents, and creates a 'Super PNR' that means S7 Airlines can consistently service its customers' needs, regardless of device or point in their journey.

Meta Search Offload

Supports traffic acquisition through the meta-search partner channel, by linking meta-search results directly into the booking flow on S7.ru.

User Experience

S7 customers can search, discover, plan and book using a set of engaging, user-friendly tools and services. The S7 brand experience and rich booking flows are replicated across different devices, such as desktop and mobile handset, for a consistent and satisfying user experience. Customers can self manage their booking through the "Manage Your Booking" portal.

S7 Airlines have full control over the user experience through the Tribe Developer Programme meme. Specialist UX developers working for S7 Airlines access the functionality of the t-Retail Platform via the Tribe API, and create web and mobile store front services.

Localisation

In order to meet the specific needs of the Russian market, the t-Retail Platform provides multiple Pay Now and Pay Later options.

Credit card.

Ticket office/terminals.

Internet banking.

eWallets – Moneta, Web Money, Money Mail.

Pay on invoice.

Integration with an instant consumer credit product enables customers to apply for a "Quick Loan" in order to buy a ticket. Merchandising rules control deposit handling. It supports the Russian and English languages.

Flight Selling

The t-Retail Platform provides advanced flight search and merchandising features, enabling S7 Airline customers to shop across S7 Airlines network as well as partner airline networks.

t-Retail enables S7 to offer:

Return, one-way and multi-city flights

Inventory from other airlines, including interline and oneworld partners.

Advanced calendar shopping: fixed date, flexible date, +/-7 day calendar and date widening.

Multiple Fare Families, multi-cabin search.

Content-rich search results: flight duration, distance, meals and standard baggage allowance.

Flight promotions and promo codes.

Redemption

Customers are able to pay for flights with cash and/or with miles, with the capability to extend redemption across all products in the future. S7 Airlines has direct control over the merchandising of redemption products and provides a full redemption booking flow.

High Margin Ground Ancillaries

S7 Airlines can capture a great share of the customers wallet by selling much more than Air and Air Ancillaries. The t-Retail Platform integrates inventory from multiple suppliers (hotel, car, insurance, taxi and train transfers) and aggregates them. Content is consistently presented, regardless of source. All ancillary product scan either be cross sold within the booking flow, or in the post booking experience to maximise conversion opportunity.

Product Management

S7 Airlines can easily manage and merchandise with the t-Retail Platform. S7 Business users directly control all elements of the product offering, such as the products offered on each route, the order in which products are displayed, the pricing, mark ups and discounts.

Controlling such elements 'on the fly' means S7 Airlines can quickly react to changes in the marketplace without having to consult any external sources. Complete control of all aspects of the product offering is the unique aspect of the xDistributor module within the t-Retail platform.

t-Retail in action for Asia Miles

Car Rentals

t-Retail Platform provides multiple Pay Now and Pay Later options:

Return, one-way and multi-city.

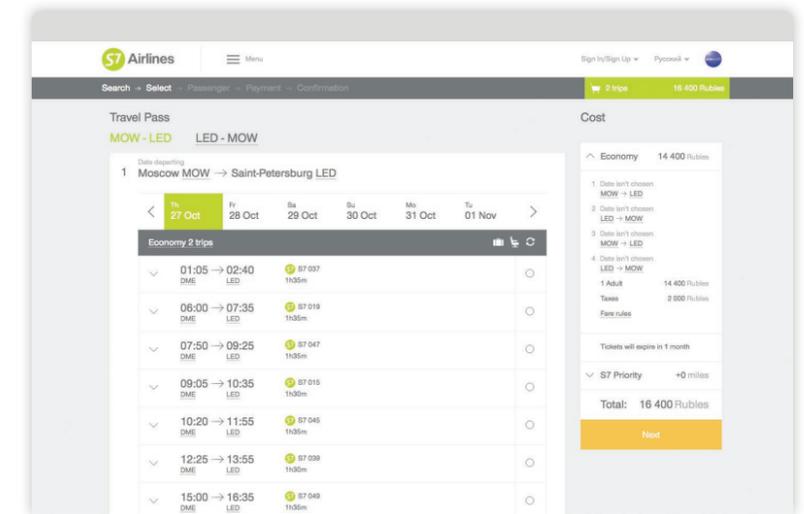
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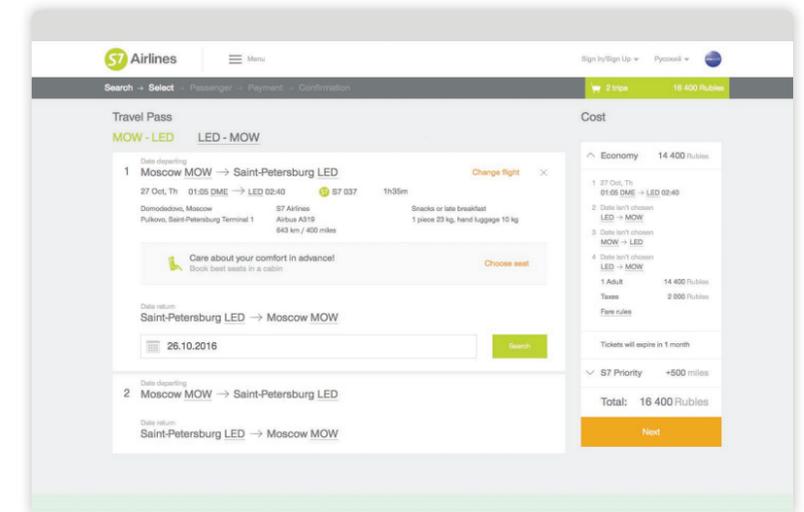
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The Results

Using t-Retail has enabled S7 Airlines to turn into true travel retailers. The effect on conversion rates on all products has been phenomenal, driving a 30% increase in overall revenue. Metrics such as average basket value, and look-to-book ratio have increased substantially. For the S7 Contact Centre, the reduction in Contact Centre training time and cost has delivered a sea-change in Contact Centre productivity. Meta-Search Engines – an important source of traffic in Russia have increased their conversion rates.

 100% Conversion rate increase on all products

 30% Increase in revenue

 15% Increase in average basket value

 100% Increase in look-to-book ratio

 30% Increase in conversion rates via Contact Centre

 40% Reduction in Contact Centre training time/costs

 400% Increase in Meta-Search Engine conversion rates

 40% Decrease in the average booking time

Localisation

Pay By:

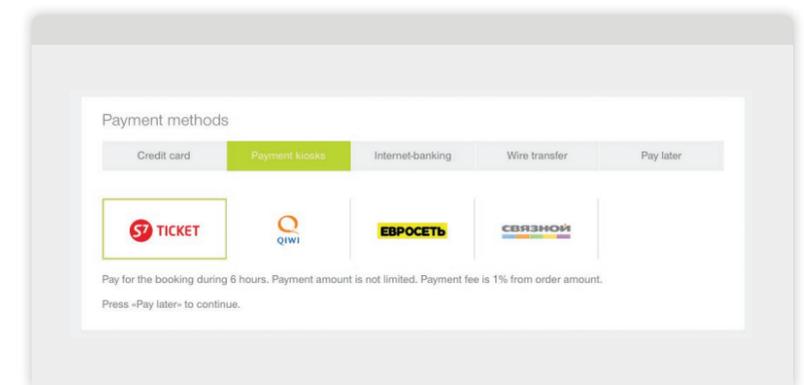
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Who we are

Here at OpenJaw, we transform travel companies into travel retailers. The OpenJaw Platform, t-Retail, is the most powerful and comprehensive travel retailing platform available providing travel companies everything they need to retail all travel products to realise increase revenue and enable redemption. Our customers, who include some of the world's travel brands, agree with us.

What's our 'secret sauce'?

OpenJaw believe that retailing is fuelling a revolution in how travel is purchased. Using the t-Retail platform, you have the ability to differentiate your travel brand by creating an unlimited combination of offers that competitors cannot match, establish direct relationships with suppliers, while avoiding all integration challenges and its available, right at your fingertips, from your own screen. Finally, you retain 100% control of your customer, by owning all of the customer behavioural and transactional data. This, guarantees that you deliver a personalised, tailored experience to every customer, every time.

Why work with us

We know what matters most in travel. So, we have created the most powerful technology platform in travel today: t-Retail. And it gives travel and loyalty brands everything they need to retail travel products to increase revenue and enable redemption. The world's greatest travel and loyalty brands, seem to agree.

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