

t-Retail Platform for OTAs

The only retail platform you need



A TravelSky Company

t-Retail Platform for OTAs

The t-Retail Platform provides a complete online retailing platform empowering OTAs to sell any travel product, in a seamless shopping experience under their travel brand. Delivering content rich, customer centric, t-Retailing solutions of unrivalled business control leading to greater conversions under your brand.

Inspire

Encourage consumers to browse and shop with a seamless and intuitive browsing experience – regardless of product type or source. You can customize the standard consumer user interfaces or have one built just for your customers.

Leverage content supplied by your partners, 3rd party content providers and user generated content. Source and curate hotel, destination and website content.

Create content rich, targeted promotions for all products with real-time pricing. Who wants blank search forms when you can have real-time promotional landings pages with bookable products and compelling pricing offers? Promotions are searchable and can be run across channels including social media.

Extend your brand's reach by leveraging social media channels for inspiration, discovery and sharing.

Offer great prices, unique products and enjoy higher margins by establishing direct relationships with suppliers.

Expand your reach into additional markets with our multilanguage, multi-currency platform.

Personalise

Profiling engine enables the identification of the customer as an individual. Apply your unique knowledge of customer preferences, behaviour and purchase history to anticipate what they are looking for. Use any element of customer data to determine what products to offer, for example: customer preferences, purchasing history, social and product browsing history, loyalty level, current session and shopping cart.

The industry's leading rules engine can use these elements to determine the best products to offer, their sort / bias order, price adjustments i.e. 'offering the right product at the right time'.

Connect with individual customers across a range of channels including customer contact centres (for servicing of customer bookings), agency call centre sales and post-booking communications.

Differentiate

Me too? Not anymore! Differentiate through product management and business model control.

Fine grained, real-time control of price, margin and discounts. Vary by sales channel or market.

The business can directly control business models without programming knowledge or IT support.

Biasing of products by distribution channel. OpenJaw's travel company clients can preference results presented to consumers.

Convert

Maximise conversions by employing all best practice retailing strategies including:

- Modular component selling and shopping cart
 - Cross Sell – In-path or post booking
 - Switch Sell – offer to switch from a single product to a lucrative packaged deal
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Up Sell – including flight cabin and Fare Family upsell

Dynamic Packaging – based on real time inventory and pricing

Supports any payment model including: online, offline, redemption booking, deposit, cash, high street, payment process handling, pre and post pay

Transform your online channel into a one-stop travel retail shop.

A single platform approach

The t-Retail Platform is a complete platform for the retailing of all products from Air, Car and Hotel to insurance, events and other activities. The integrated, single platform approach provides a seamless user experience for customers, across their entire online journey. Within the t-Retail Platform's technology foundation are powerful Business Intelligence and Analytic tools that continuously monitor success. The platform records every event in relation to every booking. These are referenced and easily accessed for advanced analysis, testing, optimisation and on-going innovation.
