Group Sales Optimizer

Transform your groups business with scientific dynamic pricing

Group business used to be viewed as a way to fill distressed inventory. Now it's becoming a significant source of increased revenue, but only if your airline can quickly and effectively evaluate requests, manage bookings, and price optimally. For many airlines it can take days and even weeks to process group requests leading to lost opportunities and poor pricing.

PROS can help. Group Sales Optimizer is a comprehensive group revenue optimization solution powered by dynamic pricing science. With Group Sales Optimizer, airlines can manage group bookings, pricing, contracts, and policies in one location and across all users including travel agents, sales, and revenue management.

Boost Your Group Sales Productivity & Profitability:

• Real-time quotes based on dynamic pricing science.
• Sales Quote Interface that supports all channels.
• Contract Generation with required terms and conditions.
• Booking Management for easy PNR changes.

5-10% Of an airline’s revenue is groups
5+ Days to quote groups on average
3-5% Growth in revenue from improved pricing & quoting processes
42% Of group trips total more than $1,000 per person
Web-sales interface that supports all channels, including travel agents and direct groups. Provide a seamless buying experience directly on your site or through a customer portal. Increase the likelihood of customer purchases, with automation that reduces service costs.

Travel agents, sales representatives, and revenue management analysts can use a simple, centralized user interface, allowing access to all relevant information, including group ticket history. Easily manage bookings and PNR changes to trip type, travel dates, and number of passengers.

**Group Sales Optimizer**
The only complete solution for group sales driven by dynamic pricing science

Dynamic Pricing

Provide accurate pricing that is in line with the airline’s demand forecast and booking expectations. PROS pricing algorithm determines both the average marginal cost of providing the seats to the group and the marginal revenue curve of the group.

Contracts

Group Sales Policies (GSP) allows the users to enter very detailed policies to adjust the pricing offered to individual customers, on specific routes, at specific times of the year, and more. Group Sales Optimizer also offers contract management capabilities to track and manage different versions of a contract.
KEY FEATURES

- **Booking management** with a centralized user interface that provides access to all relevant information and supports all channels.
- **Seamless workflows across** shopping, booking, and itinerary changes for all user types, including Travel Agent, RM, and Sales.
- **Group Sales Policies** to manage in single location all policies across RM and Sales.
- **Interactive alerting** and notifications for escalation process.
- **Quoting** multiple itinerary options in seconds based on dynamic pricing science.

- Determines and compares both the average marginal cost of providing the seats to the group and the marginal revenue curve of the group.
- **Automated and manual** review of requests with real-time decision support and recommendations.

**ARCHITECTURE AND INTEGRATIONS**

- Robust, scalable, service-oriented architecture.
- Fast, accurate fare service available.
- Proven and tested across all geographic regions of the world by the most successful airlines.

**DATA SCIENCE & PRESCRIPTIVE ANALYTICS**

- Prices are scientifically selected from a continuous price curve, rather than from arbitrary, discrete price points.

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**PROS CLOUD**

- Full application service management and SLA.
- Tier 3, SOC 2 data centers.
- HIPAA compliant environments.
- High performance and availability.
- ISO 27001
- Industry standard firewalls and intrusion detection/prevention.
- Continuous internal vulnerability assessments coupled with 3rd party vulnerability assessments.
- All customer instances and data logically isolated.
- Enterprise change management program including security patching on all systems.

**Contact PROS**

For more information on this or any of our products, please contact PROS at:

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**About PROS**

PROS is a cloud software company powering the shift to modern commerce by helping companies create personalized and frictionless buying experiences for their customers. Fueled by dynamic pricing science and machine learning, PROS solutions make it possible for companies to price, configure and sell their products and services in an omnichannel environment with speed, precision and consistency. Our customers, who are leaders in their markets, benefit from decades of data science expertise infused into our industry solutions.

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