



Group Sales Optimizer

Transform your groups business
with scientific dynamic pricing



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.

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.

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

Group Sales Optimizer

Sales

The screenshot shows the 'PROS. GSO' interface with a 'GROUP RES' icon. The main menu includes 'NEW REQUEST', 'ACTION QUEUE', and 'BOOKING MANAGEMENT'. The 'Trip Details' section has tabs for 'Round Trip', 'One Way', 'Multi-City', 'Multi-Origin', and 'Series'. Below these are fields for 'From' (AMS), 'To' (ZRH), 'Depart Date' (15/07/2015), 'Return Date' (25/07/2015), 'Depart Time' (Anytime), and 'Return Time' (Anytime). The 'Passenger Information' section includes 'Adults' (20), 'Children', 'Infants', and 'Compartment' (Economy). The 'Group Information' section has 'Group Name' (AnniversaryTrip), 'Group Type' (Lecture), and 'Reason for Travel' (Lecture). The 'Agency Information' section is at the bottom.

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.

Booking Management

The screenshot shows the 'PROS. GSO' interface with a 'GROUP RES' icon. The main menu includes 'NEW REQUEST', 'ACTION QUEUE', and 'BOOKING MANAGEMENT'. A green banner at the top says 'Booking Confirmation' and 'Your offer has been successfully booked. PNR DIHLHI created at Oct 1, 2015. [Go to PNR Detail](#)'. Below this is 'Offer 10001868'. The table below shows the booking details:

GROUP	ORIGIN	DESTINATION	DEPARTS	RETURNS	SEAT	TRIP TYPE	SEAT RATE
AnniversaryTrip	Amsterdam, Netherlands	Zurich, Switzerland	Jul 15, 2015	Jul 25, 2015	20	ROUND TRIP	0%

The 'Flights' section shows the itinerary from Amsterdam, Netherlands to Zurich, Switzerland. The flight is nonstop, departing Wednesday July 15, 2015 at 3:30pm and returning Thursday July 25, 2015 at 5:50pm. The price is A\$141.79. The 'Terms and Conditions' section lists the deposit fee, name deadline, and other terms.

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.

Drive Group Sales Revenue!

The only complete solution for group sales driven by dynamic pricing science

Dynamic Pricing

PROS. GSO GROUP RES

NEW REQUEST ACTION QUEUE BOOKING MANAGEMENT

Offer 10001868

GROUP	ORIGIN	DESTINATION	DEPARTS	RETURNS	SIZE	TRIP TYPE	MAX RATE
AnniversaryTrip	Amsterdam, Netherlands	Zurich, Switzerland	Jul 15, 2015	Jul 25, 2015	20	ROUND_TRIP	0%

Flights

From Amsterdam, Netherlands to Zurich, Switzerland

PROS. Nonstop Wednesday July 15, 2015 ZZO0427
AMS 3:30pm - ZRH 5:50pm

Compartment: Economy
Net Fare: A\$108.16
Tax: A\$20.74
Fare Basis Code: TSAHERGR
Booking Class: G

Price: A\$141.79

From Zurich, Switzerland to Amsterdam, Netherlands

PROS. Nonstop Saturday July 25, 2015 ZZO0444
ZRH 8:10pm - AMS 9:50pm

Compartment: Economy
Net Fare: A\$108.16
Tax: A\$20.74
Fare Basis Code: TSAHERGR

Terms and Conditions

Deposit Fee / Due Date
Jul 15, 2015 - A\$50.00 per person

Name Deadline
Jul 10, 2015 - 75%
Jul 12, 2015 - 100%

Deposit Refundable
No

Final Payment Due Date
Jul 12, 2015

Change Fee
A\$50.00 (incl. GST) per person per ticket

Checked Baggage Allowance
3 x 30 kg per person

Option Period
Jul 11, 2015

The above conditions are a guide only. Please review

Contracts

PROS. GSO Alberto Carlos

ACTION QUEUE CREATE REQUEST BOOKING MANAGEMENT NOTIFICATIONS

Event Confirmation

✓ The offer has been booked successfully.

PNR	Origin	Destination	Event Name	Total Fare	Departing	Returning	Event Date	PAX
RVEVT3	FRA	FCO	ERA Conference	2,584.00 EUR	Mon 13 Feb	Fri 17 Feb	Wed 15 Feb	8
FGY54G	NYC	FCO	ERA Conference	16,891.00 EUR	Mon 12 Feb	Fri 17 Feb		
ASDF43	LHR	FCO	ERA Conference	36,18.00 EUR	Mon 13 Feb	Sat 18 Feb		
TOTAL				23,093.00 EUR				

Conditions

Blocking Fees / Guarantees
320 days before departure - \$1000.00 USD
80% - 90 days before departure

Name Deadline
100% - 3 days after booking

Additional Info
\$100.00 USD Name change fee
\$75.00 EUR Option fee
Option Period - 1 day after booking
Ticketing Deadline - 3 days after booking

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.

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 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.

DATA SCIENCE & PRESCRIPTIVE ANALYTICS

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

- 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.

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:

PROS.com or call 1-855-846-0641

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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.

To learn more, visit pros.com/solutions/revenue-pro/airline-group-sales