



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 'Sales' interface of the PROS GSO system. It features a top navigation bar with 'NEW REQUEST', 'ACTION QUEUE', and 'BOOKING MANAGEMENT'. The main content area is divided into several sections: 'Trip Details' with options for Round Trip, One Way, Multi-City, Multi-Origin, and Series; 'Passenger Information' with fields for Adult, Children, and Infants, and a dropdown for Compartment; 'Group Information' with fields for Group Name, Group Type, and Reason for Travel; and 'Agency Information' 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 'Booking Management' interface of the PROS GSO system. It features a top navigation bar with 'NEW REQUEST', 'ACTION QUEUE', and 'BOOKING MANAGEMENT'. The main content area displays a 'Booking Confirmation' for offer 10001868, stating 'Your offer has been successfully booked. PNR DHHI created at Oct 1, 2015'. Below this, there is a table with columns for GROUP, ORIGIN, DESTINATION, DEPARTS, RETURNS, SIZE, TRIP TYPE, and SEAT RATE. The table shows details for an 'AnniversaryTrip' from Amsterdam, Netherlands to Zurich, Switzerland. The 'Flights' section lists two nonstop flights: one from Amsterdam to Zurich on Wednesday, July 15, 2015, and another from Zurich to Amsterdam on Saturday, July 25, 2015. The 'Terms and Conditions' section lists various fees and deadlines.

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

The screenshot shows the PROS GSO interface for a group booking. The top navigation bar includes 'NEW REQUEST', 'ACTION QUEUE', and 'BOOKING MANAGEMENT'. The main content area displays 'Offer 10001868' with a table of flight details. The table has columns for GROUP, ORIGIN, DESTINATION, DEPARTS, RETURNS, SIZE, TRIP TYPE, and MAX RATE. Below the table, there are two flight segments: 'From Amsterdam, Netherlands to Zurich, Switzerland' and 'From Zurich, Switzerland to Amsterdam, Netherlands'. Each segment shows flight details like carrier (PROS), class (Nonstop), departure/arrival times, and prices. A 'Price: A\$141.79' is highlighted. To the right, there are 'Terms and Conditions' including 'Deposit Fee / Due Date', 'Name Deadline', 'Deposit Refundable', and 'Final Payment Due Date'.

Contracts

The screenshot shows the PROS GSO interface for an event confirmation. The top navigation bar includes 'ACTION QUEUE', 'CREATE REQUEST', 'BOOKING MANAGEMENT', and 'NOTIFICATIONS'. The main content area displays 'Event Confirmation' with a green checkmark and the message 'The offer has been booked successfully.' Below this, there is a table with columns for PNR, Origin, Destination, Event Name, Total Fare, Departing, Returning, Event Date, and PAX. The table lists three flights: RVEV73 (FRA to FCO), FGYS4G (NYC to FCO), and ASDF43 (LHR to FCO). The total fare is 23,093.00 EUR. To the right, there are 'Conditions' including 'Blocking Fees / Guarantees', 'Name Deadline', and 'Additional Info'.

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.

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