CODEGEN
www.codegen.co.uk

TRAVELBOX
brighter thinking technology

For Airlines

**THE RESERVATION AND RETAILING PLATFORM POWERING
THE DIGITAL TRANSFORMATION OF TRAVEL BUSINESSES**

TRAVELBOX™ FOR AIRLINES

TravelBox™ provides airline businesses with an end to end back office and reservations platform on which to run your business. Its flexibility ensures that it can handle the scheduling complexity and complex pricing matrices required of an airline business.

TravelBox™ provides an airline with its own centralised product hub by connecting to an airline PSS via OTA or NDC API and also offers Host to Host *(H2H)* connections to suppliers/aggregators for Air and Non-Air ancillaries.

TravelBox™ can be connected to any CRM, CMS or loyalty system of your choice to extend further the services offered to the consumer. A comprehensive rule and distribution service engine within TravelBox™ simplifies the merchandising of any combination of products to sell across any channel. The merchandising simplicity and flexibility delivers increased conversions and revenues.

FLIGHT PLUS

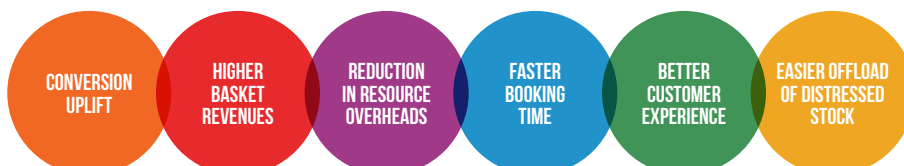**As an Airline retailing platform TravelBox™ supports advanced features including:**

- Calendar shopping
- Fare families / brands
- Unified search – fare only, fare family plus bundled with any other products *(ground, air, ancillary)* in a single search
- Integration to loyalty programs
- Grab PNR, Split PNR, Host PNR
- Management of different government taxation and legal requirements
- Seat mapping and selection
- Flight ancillaries – cabin upgrades, seat sales
- Special meal service
- On board retail services

AIRLINE HOLIDAYS OPERATION

By adopting TravelBox™ as the platform for your holidays business you will implement a full tour operator platform with the complete flexibility in how you package your airline holidays.

In particular you will have very simple mechanisms enabling you to:

- Offer flight + packages
- Create a full holiday portfolio with all ancillary types
- Automatically package appropriate transfers for flight arrivals/departures
- Provide optional products including cars, transfers and activities
- Offload distressed stock
- Opaque pricing

CONVERSION UPLIFT • HIGHER BASKET REVENUES • REDUCTION IN RESOURCE OVERHEADS • FASTER BOOKING TIME • BETTER CUSTOMER EXPERIENCE • EASIER OFFLOAD OF DISTRESSED STOCK

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PRODUCT SOURCING AND PACKAGING

PRODUCT

TravelBox™ provides travel businesses with a platform to manage and support a virtually limitless range of products and services. Direct contract agreements as well as externally sourced inventory are easily managed or purchased via a suite of product modules to ensure that you have a comprehensive portfolio that matches your business requirements. The opportunity to expand your portfolio to encompass new product is always available to you.

- **Flights:** NDC API, PSS, GDS, direct connect or 3rd party connections
- **Freedom to create any additional ancillary type**
- **Accommodation:** hotels and more
- **Tours & Excursions:** multi-element tours, durational based
- **Transfers:** pick-up/drop-off, scheduled, shuttle or ad-hoc
- **Generic Products:** meet & greet, attractions, sports equipment, ski ancillaries, restaurants, lounge access
- **Car Hire:** cars and more
- **Cruise:** river/ocean cruise
- **Insurance:** any travel related insurance

Some modules have their own Extranet so suppliers can manage their own products and services

FLIGHT ANCILLARY *(SEAT+)* BUSINESS MODEL
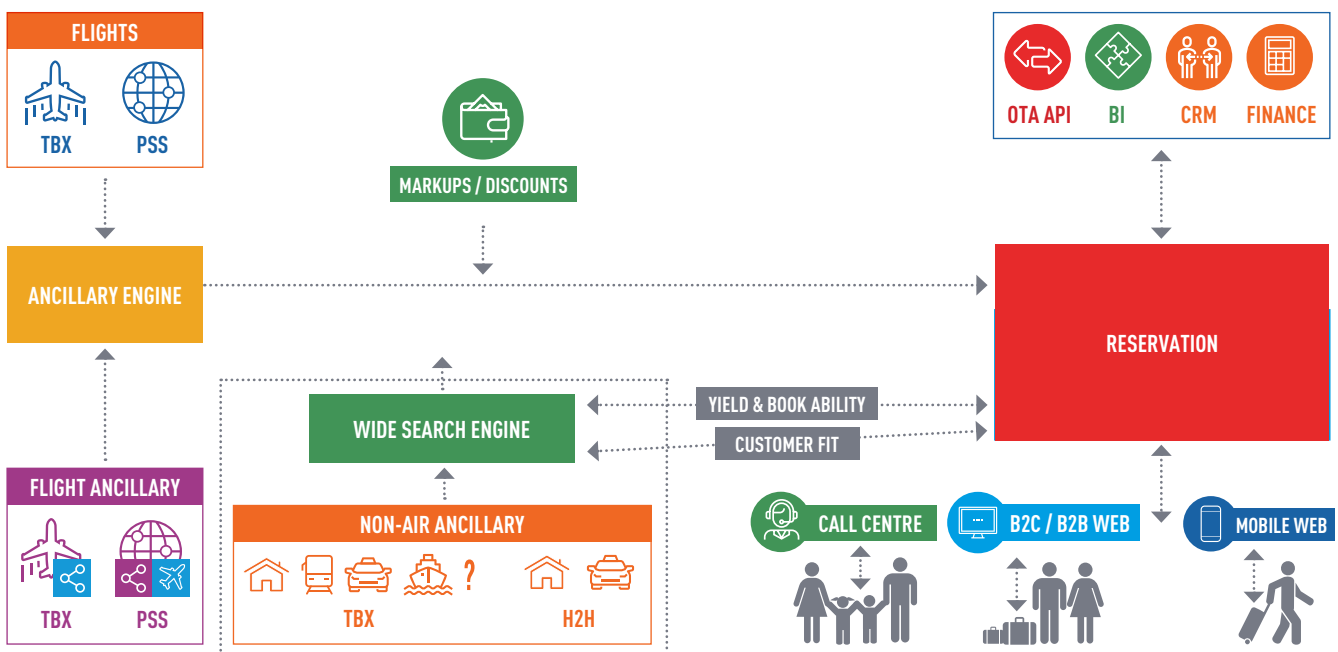
PRICING AND PROMOTIONS ENGINE

The TravelBox™ pricing and promotions engine combined with source market, distribution channel and partner/customer recognition offers a simple solution to delivering a highly flexible and dynamic offering. Airlines can set up and manage all mark-ups and promotions in order to differentiate products across different markets and distribution channels:

Key features include:

- Apply multi-rule criteria for variable pricing and discounting
- Opaque pricing
- Price and discount strategies based on bundling / product combinations
- Discounting strategies at granular level e.g. destination, room, departure date etc.
- Easily generate targeted promotions with "count" or "budget" caps
- Variable commissions
- Personalised pricing offers.
- Apply fare adjustment rules
- Automated tariff generation

PACKAGING

One of the key strengths of TravelBox™ is that CodeGen has gone beyond the normal, restricted search and book flows.

To support the creation of your offering TravelBox™ can handle bundling of any product or service using "automatic" or "manual" packaging. We not only provide the traditional Shopping Cart, Dynamic and Pre-Built Packaging but we have developed a "Hybrid" which we see as the future for any travel organisation.

Our unique approach to automated packaging uses templates to auto-generate every possible result candidate based on available content. The in-built artificial intelligence based aggregation layer incorporates de-duplication and content prioritisation rules in order to offer the best itineraries for the business dynamically and in real-time:

- Yield, bookability and customer fit influences automatic packaging build
- Design and build packages within seconds
- Combine internal and externally sourced products and services seamlessly
- Utilise AI recommendation logics
- Employ action enabler rules to provide options at the point of sale

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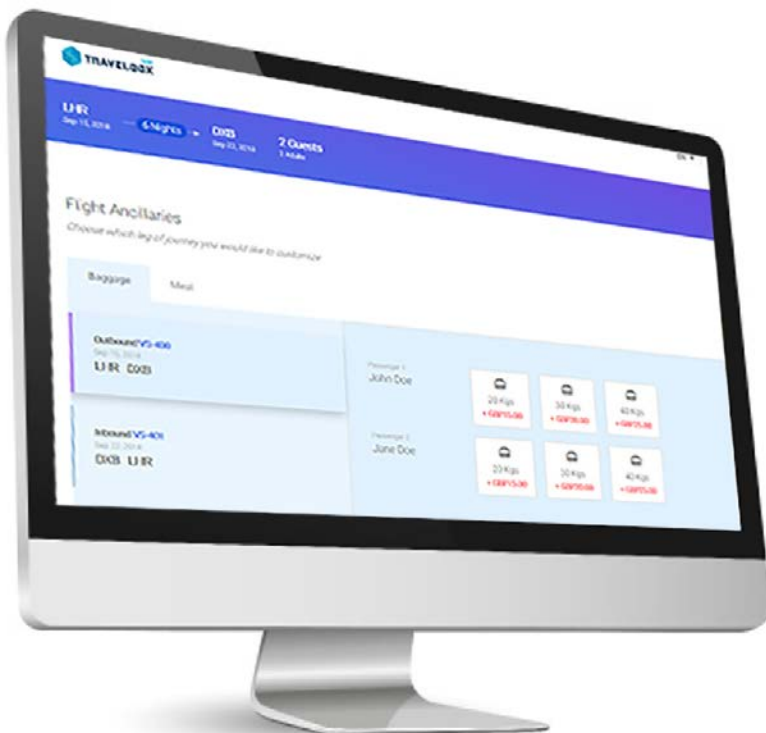
SALES & DISTRIBUTION

TravelBox™ provides a high performing retail and reservation platform for the sale of any travel or travel related product to the trade *(B2B)* or consumer *(B2C)*. From one centralised platform it gives you the power to distribute seamlessly across all your channels. Having curated your offering (directly contracted or third party sourced) you can sell or distribute by developing your own websites with our Restful or OTA APIs. Alternatively we can provide you with a TravelBox™ Surf website to leverage the full features and functionality of TravelBox™ online with minimal development:

- Dedicated booking engine enabling search, quote, book

- In-built caches for maximum search performance

- Diversity Control Matrix (DCM) portal to manage aggregation of content, caching, product prioritisation and more

- Promoted upselling throughout the booking journey

- Simplified UI creation with customisable widget and template frameworks

- Beautiful responsive sites for multiple devices

- "Agent view" to display commissions throughout the booking flow

- Supports multi-media content

- A Manage My Booking portal for customer self-service and upsell supporting online payments, booking changes, itinerary confirmations and cancellations.

OPERATIONS

TravelBox™ generates a master reservation for every customer engagement facilitating control of communication with suppliers, partners and the customer. Significant efficiency savings can be achieved within operations through automation freeing up your travel team to work on sales focused activities. TravelBox™ offers automation of the following processes:

- Reservation lifecycle monitoring

- In-application document design and dynamic content build

- Semi-Automated customer document creation

- Dedicated Queue Manager module for action and informational workflows

- Comprehensive suite of job schedulers to automate document dispatch

- Batch processes to automate labour intensive tasks

- Autonomous inventory management and fulfilment processing

- Seamless automated supplier communication

- Automated customer and supplier payment processing

- "Action rules" to speed up fulfilment and reduce resource to service bookings

- Amendment and cancellation processing

- Extensive parameter-based, live & bespoke reporting capability
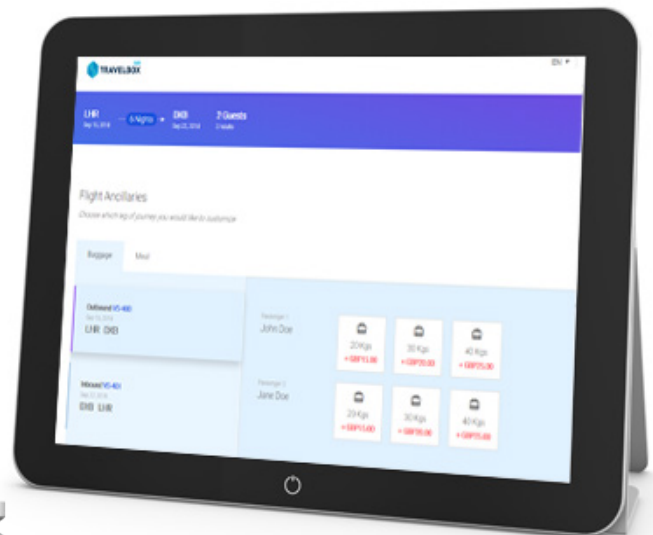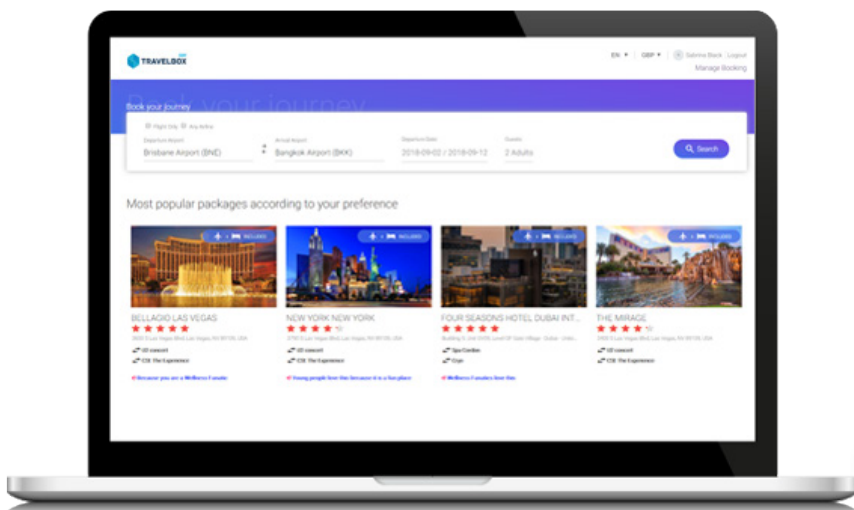
ACCOUNTING

TravelBox™ also provides extensive accounting capability which can either run the financial side of your business or provide you with the necessary data to feed into a third party accounting system:

- Automated travel accounting

- Automated customer and supplier payments

- Commission, fees and cost management

- Payment and cancellation reconciliation

- Ledger generation

- Export and hand off to major accounting systems

WINNING WITH CODEGEN AND TRAVELBOX

We partner with our customers to deliver digital transformation and facilitate business growth. Implementation of TravelBox™ can be expected to deliver many benefits across your business from improving user experience and driving up online conversion rates through to significant cost reduction through automation and improved efficiency. Your success is our success, so delivering technology that helps you to grow your business is of paramount importance to us. We also passionately believe in a long term partnership that delivers continuous business improvement during the lifecycle of your TravelBox™ solution.

INCREASED CONVERSION RATES & GREATER PROFITABILITY

- Personalised and intelligent results
- Intuitive user experience
- Real time revenue management
- In-built aggregation layer delivering optimal product source every time

MARKED REDUCTION IN OPERATIONAL COSTS & RESOURCE RATIONALISATION

- Simple to use product build and management tools
- Intuitive platform requiring less user training
- Process automation throughout
- Manage My Booking for customer self- serve with any booking complexity

EASIER DISTRIBUTION & CONNECTION

- B2C & B2B websites
- Sales channel recognition and rule management on multiple levels
- Increased speed to market
- Market/sales channel localisation
- Bi-directional integration to upstream or downstream services

FUTURE PROOF

- Continual investment in AI and other emerging technology guarantees a high performing platform for the future
- Additional modules and features added regularly

Over 6 billion USD revenue generated with TravelBox™ in 2017
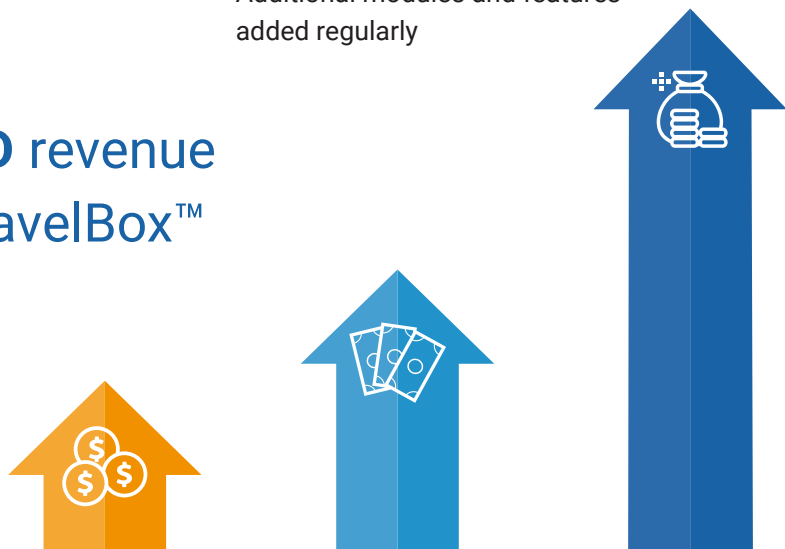
TravelBox™ gives us the flexibility we need to diversify our offering across all our markets, increase speed to market of our product and automate key business processes so our team can work efficiently"

Managing Director of leading airline

"The features of the system offer the perfect blend of user-friendly interfaces, scalability and the adaptability to ensure that the product grows with us."

Manager, Luxury Tour Operator

"Delivering a smooth enquiry and booking system that lives up to the Virgin Holidays brand is no small feat. Our ten-year partnership with CodeGen is testament to our shared values of customer service excellence and ambition to enhance the customer journey. Providing our reservations team with state-of-the-art technology to ensure that their service efforts can go above and beyond, whilst being efficiently reported, is essential to our business. **Thank you to CodeGen for their ongoing developments to the TravelBox™ platform to meet our needs"**

Joe Thompson
Managing Director, Virgin Holidays.

ARTIFICIAL INTELLIGENCE WITH FLAIR
A WHOLE NEW CUSTOMER EXPERIENCE

CodeGen's unique selling point is our commitment to continually investing in research and development, as part of CodeGen's continual drive for innovation, with two clear goals:

- To bring value to clients through driving revenue growth.

- To deliver outstanding end-customer experience.

Our Artificial Intelligence toolkit, Flair consists of multiple products which deliver tremendous customer value and can be integrated with CodeGen's travel reservation platform, TravelBox™ or any other industry reservation platform:

- **Review Spotter** – For collection and semantic analysis of customer feedback.

- **Personalization Engine** – To personalise the customer journey by tailoring offers and content to individuals.

- **Revenue Manager** – To maximise profits though analysing business intelligence.

- **LIA** – A chat interface for automating frequently asked questions and supporting booking services.

CodeGen have followed an all-encompassing approach for their AI strategy, to develop the Sense semantic knowledge base that mines data from across the web and turns it into knowledge. This is revolutionising online travel search where personal preferences are key and product reviews play such a big part of the booking process. It is extremely exciting to see how the user experience can be significantly enhanced from developing a deep understanding of the online world in order to make intelligent recommendations.

CodeGen have plans to add to the Flair products and implement them across their customer portfolio so their clients can reap the benefits of the application of AI.
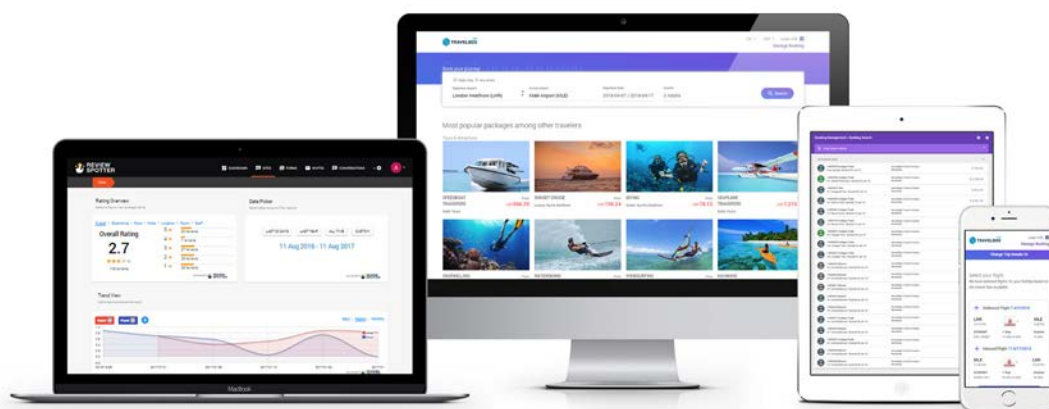
"At CodeGen we mine vast quantities of data to enable AI to perform tasks such as data analysis and natural language processing, through to speech recognition and improving personalisation during the customer journey. By utilising artificial intelligence seamlessly into our product suite we help our valued partners perform tasks that have traditionally required human interaction in order to save them time and money. Whether this is semantic analysis of customer feedback in their reviews, making a relevant recommendation in an online search query based on image and text analysis or answering questions via our LIA chatbot we eliminate human error and allow tasks to be performed quickly, at any time of the day"

CodeGen is a global technology software platform provider – that specialises in producing innovative, high performance technology for the travel industry.

CodeGen is intrinsically structured around a research and development philosophy. We actively seek to employ the best creative minds accomplished in the latest technologies and marry them with our extensive travel industry knowledge resulting in the creation and provision of ground breaking solutions.

The extensive capabilities, flexibility and high performance of our platform allows it to adapt to virtually any travel orientated business model including, Airlines, Tour Operators, Cruise Lines, Attraction Providers and DMCs.

CodeGen offers ingenious yet proven and robust solutions to our growing list of globally recognised and highly respected travel industry clientele. We believe the calibre of our clients is a resounding endorsement to our innovative approach to travel technology.

CodeGen Limited

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