

## Success Story



### **AirGain: An Opportunity to increase Revenue by 0.3 %**

AirGain Steered Airline Revenue Management By **Improved Data Accuracy & Delivery at 2X Speed**

### **Next Gen Competitor Rate Intelligence:**

Sabre research shows a 0.3% increase in total revenue with real-time revenue management for airlines. For Airlines, the need of speed, accuracy and efficiency has never been greater. The competitiveness and differentiation lies in their ability to leverage this data & analytics.

Airlines are competing every minute to acquire real-time, accurate data to find new opportunities , create-game changing strategies & discover new possibilities through new data points.

To respond to these changes effectively ,RateGain has developed the new age competitive intelligence tool to monetize this data, and take advantage of the insights which are:

- Real-time & actionable
- Predictive and personalized
- Business friendly & easy-to-consume

## Customer Profile

Customer Success Story for a privately owned Italian airline .The Airline has 10+ fleet size and operating in 60+ designations. This Airline has consolidated a very significant presence in the international leisure segment, continuing to expand to medium and long-haul holiday destinations and collaborating with all the main tour operators on the national market.

## Customer Challenges

- Data Accuracy-Outdated data or lack of real time data leading to error in pricing decision
- Tracking the variance on each route
- Lack of market insights on the ranking of the airline's rates vs. OTA rates for the airlines' own flights on the leading meta search sites as well as smaller local ones
- Absence of segmented (inbound/outbound) pricing
- Lack of data and intelligence on ancillary business
- No mechanism to track rate parity and alert system in place once rate disparity detected
- Inability to track inclusive tour rates being sold as retail rates using discounted airline inventory for package deals

As the airline expanded and its operations moved farther, data acquisition speed and accuracy became a prime significant for the company. Service delays restricted growth and decision taking on pricing which hampered the rate strategy of the airline.

As a solution, the airlines decided to shift to a solution that brings speed and accuracy in their decision making process.

## ● Solution

AirGain with strong capability to acquire and deliver the data real-time empowered them to sense and respond to the market changes, more competitively This helped the airline to come up with better marketing and pricing strategy, which further helped them to grow their market share.

Also, with parity report, they were able to keep the parity under check.



AirGain's greatest value goes far beyond faster data acquisition, improved data quality and accuracy. The additional value comes from the acquisition of information that was not previously available like parity pulse-quick statistics on overall parity score, violating channels & win,loss and meet instances

Bigger channel coverage like meta search rates, mobile rates & geo-based pricing Intelligence on additional attributes like ancillary pricing B2B corporate Rates, discounts. Market intelligence: events and promotion tracking.

## Benefits Delivered

- **Delivered accurate, real-time data and actionable insights at 2X speed**
- **Detect and display all rate disparity and rate variances between airline and OTA:**  
This helped them monitor their meta rank position. Also, by fixing the disparity the airline was able to drive more direct bookings and acquire more user/consumer data  
  
Enabled airline with ancillary data that could be converted into asset by analyzing and creating new channels for organization's revenue growth
- **Identified rate disparity for different point of sale and detect cheaper 'flight only deals':** Airline could handle the defaulters and address them by delivering proof of rate disparity instances using original screenshots.
- **Deeper Insights on the pricing strategy-**The data and intelligence on the segmented (inbound/outbound) rates helped the airlines to deep dive on the competitors rate and put together a better pricing strategy
- **Effective data governance-** With different kinds of data-flows, self-served insights etc ,data governance was enhanced to maintain the high quality of data without impeding speed and agility of business

## Customer Testimonials



“ RateGain overhauled a product that has been at a halt for a long time. The new features and agility of their robust systems to acquire the data in real time that directly affects and gives your business an edge over the competitors. Their product road map is in coherence with our business goals. We look forward for be their partner in mutual growth trajectory. ”



## ● About RateGain

Founded in 2004, RateGain is a leading provider of cloud-based product and service around the function of Rate Intelligence, Price Optimization, Online Rates & Inventory Distribution and Brand Engagement to the world's principal players in the travel and hospitality industry. RateGain provides a gamut of solutions to Airlines, Online Travel Agents (OTA), Holiday Packages, Vacation Rentals, Tour Operators, Wholesalers, Hotels, Car Rentals and Cruise Line Companies around the globe, which helps in tracking their respective competitor's future pricing to execute an intelligent pricing strategy.

With continued innovation and excellence in customer focus, we are proud to serve over 12000+ clients and numerous industry partners. Our customers are global and so are we, with offices in 10 countries across all major continents, supported by over 500 passionate professionals and seasoned industry experts.



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