

## ANCILLARY REVENUE GROWTH - THE MOBILE OPPORTUNITY

Yesterday's internet savvy traveler is today mobile savvy. The emergence of smartphones and flat rate billing for internet access is driving the growth of mobile browsing.

The integration of traditional web services with mobile web and SMS presents airlines with fresh revenue & customer service opportunities. For airlines, the question is how can they adapt to this change by delivering new services to grow revenues.



## INTRODUCING THE REDFIN SMS PLATFORM

Add SMS Services		SMS Services Information
Prices are shown in Euro		
Passenger Name	SMS Preferences	Total Cost
Andrew Dwyer	<input checked="" type="checkbox"/> Itinerary Confirmation	1.50
Ronan Bannon	<input checked="" type="checkbox"/> Itinerary Confirmation	1.50
Meet & Greet Notification	<input checked="" type="checkbox"/> Meet & Greet Notification Mobile Number: <input type="text" value="0035387000000"/>	1.50
<b>Total Cost of SMS Messaging</b>		<b>4.50</b>

Figure 1 - Webpage mockup showing selection of SMS services.

Fare Information				Prices are shown in Euro	
Passengers	Fare p.p.	Taxes & Charges	Cost p.p.	Total	
1 Adult	23.00	41.56	64.56	64.56	
<b>Handling Fee (excluding infants)</b>			4.00	4.00	
<b>Travel Insurance</b>			<a href="#">Remove Insurance</a>	15.00	
<b>SMS Services</b>			<a href="#">Review SMS Services</a>	4.50	
<b>Pre-Paid Bag Fee</b>				43.00	
<b>TOTAL</b>				<b>126.56</b>	

Figure 2 - Webpage mockup showing SMS services revenue on Fare Summary display page.

Airlines can benefit from these changing trends by delivering value-added SMS & mobile web based services to passengers.

Immediate booking confirmation, up-to-date flight status notification, meet & greet notifications and a mobile web portal for itinerary view & amend provide real value to passengers on the move.

In addition to pushing out SMS flight information, airlines can use two-way SMS as a new sales channel for ancillary services. This is particularly suitable for 'impulse purchases' such as premium seats, priority boarding & lounge access.

The Redfin SMS Platform will profile passenger PNR data and target these services to the passenger leading up to departure.



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Establish a new revenue stream in days. The Redfin SMS Platform is a fully hosted service; it simply needs a feed from passenger database and flight operations system. It will track the passenger journey lifecycle from booking through to arrival at destination and deliver SMS & mobile web portal services to the passenger on behalf of the airlines.

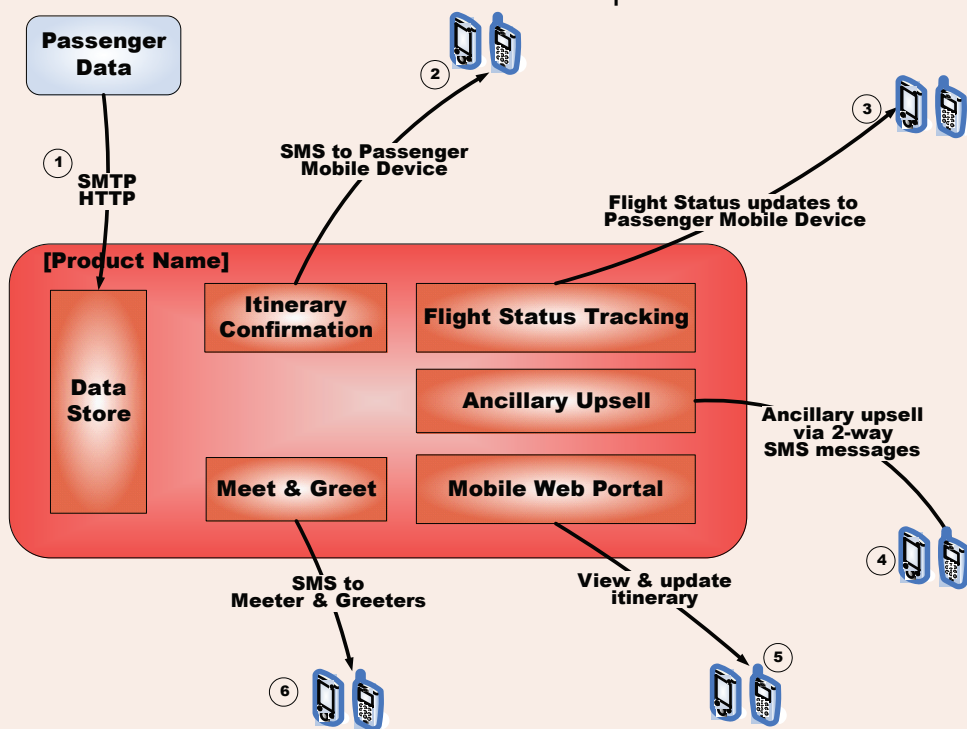
Airlines can generate additional revenue by:

- Charging for the delivery of information by SMS
- Selling services via SMS
- Enabling itinerary changes via mobile internet

The passenger SMS preferences are captured when the passenger makes a booking.

The Itinerary Confirmation module will format an SMS itinerary confirmation message and send it to the passenger mobile phone.

The Flight Status Tracking module will use data from the passenger database and the airline flight operations system to track flights in real time and trigger SMS notification messages when flights are cancelled or delayed.



The Ancillary Upsell module will profile the passenger data and identify ancillary services that can be offered to the passenger. Passengers can purchase these services by simply replying to an SMS message.

The Meet & Greet module will track the flight after it departs and send real time updates to meeters & greeters to advise on scheduled and actual arrival time & provide terminal information.

Passengers can browse & update their itinerary online through the airline mobile website.