

Qatar Airways strengthens ties with Amadeus to maximise revenue, improve customer experience

Qatar Airways has strengthened its ties with Amadeus to improve customer experience by implementing Amadeus Altéa Revenue Availability with Active Valuation (RAAV) solution - a solution which calculates real-time availability at Origin & Destination level, and can be customised to help the airline tailor its offer and gain more revenue. The solution also provides the airline with greater flexibility, scalability, and efficiency as a result of further integration with the existing Amadeus Passenger Service System (PSS).



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The combined technologies will help prevent response time-outs, which can occur during the booking process, resulting in frustrated customers and lost revenue.

The solution will also enable Qatar Airways to better manage periods of high customer demand. By allowing the airline to scale its inventory management systems up and down, it can ensure greater uptime during busy periods while minimizing cost. Both will mean a smoother experience for Qatar Airways customers while allowing the airline to maximise its revenues from bookings.

With Qatar Airways expected to continue its growth trajectory in the coming years, the airline will also count on Amadeus Altéa Booking Intelligence (ABI) to prevent fraud and revenue leakage.

The solution helps detect abusive or fraudulent bookings during the booking process in real time and takes corrective actions before the booking is completed.

Graham Brodie, SVP Revenue Management, Qatar Airways, said, "With this agreement, we're pleased to be strengthening our work together with Amadeus. At Qatar Airways, we are relentlessly focused on providing the best customer experience possible. This partnership with Amadeus will allow us to go even further by offering an improved experience for our customers while our bookings continue to increase."

Maher Koubaa, executive vice president, Middle East, Turkey and Africa, Airlines, Amadeus added: "Amadeus has enjoyed a strong relationship with Qatar Airways for many years and this renewed partnership is a testament to that. Revenue maximisation is critical for airlines today and this collaborative effort will enable Qatar Airways to make the most of every booking and ensure that customers are served in the best way possible, while minimising related operational costs."

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