Using Real Time Data to Drive Conversion

Jonathan Boffey
Business Development Director

TRIOMETRIC

11th Ancillary Merchandising Conference
Corporate Background

• Market leader in real-time XML analytics
• Delivering business insights from network traffic
• Key clients are major B2B distributors and suppliers of hotel and flight
• On premise solutions scaling to 1bn hits/day
• Cloud based analytics services including:

  Trio Express for NDC
## NDC Background

<table>
<thead>
<tr>
<th><strong>New Distribution Capability</strong></th>
<th>Open XML standard for distribution of flight and ancillary products/services</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Roles</strong></td>
<td>Agent, Aggregator or Supplier</td>
</tr>
</tbody>
</table>
| **Key areas covered**           | Shopping (search & book)  
Order Management (tickets & payment)  
Airline Profile (market profile/positioning) |
| **Key objectives**              | Product differentiation and time-to-market  
Access to full and rich air content  
Transparent shopping experience |
| **Opportunity**                 | Significant changes to choice of models/channels/costs.  
Website style product representation via channels  
Direct control and dynamic changes |
The 4 Pillars of Conversion Rates

**Distribution**

1. **Operational Performance**
   - Monitor global service levels
   - Resolve bottlenecks
   - Reduce response times

2. **Product Availability**
   - Monitor and manage inventory levels
   - Identify and close “no availability gaps”
   - Improve supplier management

**Merchandising**

3. **Pricing**
   - Introduce searches as a measure of demand
   - Correlate and optimise prices with real time search data
   - Drive yield management

4. **Product Relevance**
   - Identify target segments
   - Discover opportunities for new products
   - Quantify market strategy effectiveness

11th Ancillary Merchandising Conference
Performance

Quality of Service management

• Tracking the customer experience
• Detecting and managing errors
• Ensuring capacity
• Part of Distribution Management

Insight provided by

• Search Request Volumes
• Look to Book ratio
• Response time percentiles
• Error codes at IT and Business levels
• Error cost prediction
Performance

PERFORMANCE DISTRIBUTION
Items which started between:
Start: 29 Jan 2016 08:00:00
End: 29 Jan 2016 09:00:00

Timezone: GMT

11th Ancillary Merchandising Conference
Performance

BOOKING ERRORS
Items which started between:
Start: 21 Jan 2016 00:00:00
End: 22 Jan 2016 00:00:00

11th Ancillary Merchandising Conference
Product Availability

Inventory Management

• Track matching of product/ancillary inventory to demand
• Based on analysis of XML level errors and <FareGroup> counts
• Second part of Distribution Management

Insight provided by

• % Availability
• Supply to Demand
• Supplier Monitoring
Product Availability

AVAILABILITY BY ORIGIN / DESTINATION

Items which started between:
Start: 28 Jan 2016 23:00:00
End: 29 Jan 2016 23:00:00

11th Ancillary Merchandising Conference
Product Availability

SUPPLY TO DEMAND BY ORIGIN / DESTINATION

Items which started between:
Start: 28 Jan 2016 23:00:00
End: 29 Jan 2016 23:00:00

11th Ancillary Merchandising Conference
Pricing

Management of margin/yield

- Analysis of product/bundle prices/offers
- Tracking product source/supply
- Analysis of demand (search volume)
- First part of Merchandising

Insight provided by

- Offer price per PAX in responses
- Look to Book
- Booking rate of Product/Offer
- Revenue per search
Pricing

PRICING: PER PAX TRENDS FOR TOP ROUTES

Items which started between:
Period 1: 29 Jan 2016 00:00 - 30 Jan 2016 00:00
Period 2: 28 Jan 2016 00:00 - 29 Jan 2016 00:00
Note: Data is only available up to 29 Jan 2016 23:00

11th Ancillary Merchandising Conference
Product Relevance

Market Trending and Contextualisation

- Tracking demand by market factors
- Personalisation/segmentation of searches
- Analysing data to define product offers
- Product/ancillary/offer by predicted segment/relevance
- Second part of Merchandising

Insight provided by

- Segmentation heuristics (custom)
- Look to Book by product/offer
- Revenue per search
Product Relevance

MARKET SEGMENT - LOOK AHEAD
Items which started between:
Start: 21 Jan 2016 08:00:00
End: 21 Jan 2016 09:00:00

11th Ancillary Merchandising Conference
Closing the Loop

- Use Search attributes such as:
  - Origin
  - Destination(s)
  - Departure Date(s)
  - Passenger/party make up

- Analyze attributes & build segmentations

- Set business rules/offers by segment

- Segment live searches to apply rules

- Make most relevant product offer

- Review uptake
Getting Dynamic

- Rules provide contextual offer management
- Rule updates daily or weekly
- Dynamic management means rapid adjustment of rules
- Real-time KPI feed into rules engine
- Big trust issues with the automation
- Recommendations engine in first instance

- Mostly banter for now!
Questions