

GROUPS NEXT GEN PRODUCT BRIEF

Already in use by/for some of the world's leading airlines, Calrom's **Groups Next Gen (GNG)** has proven to increase group sales, maximise revenue opportunities and network availability, improve customer service and the user experience, and reduce operating and distribution costs.

GNG allows airlines to automate and manage the entire group booking and management process from end to end. Airlines are able to control the registration and system access process, offer an online booking and ticketing services, and provide customers with self-servicing tools. In addition, airlines can manage and apply market and/or customer specific terms and conditions, and integrate GNG to their host Reservations / Passenger Service System (PSS), and revenue management pricing system or elect to utilise GNG's integral fares engine for weighted average pricing.

Travel agents are able to access the system (which is branded in line with the airline's on-line branding guidelines) at their convenience, and have full control over their bookings from availability through to remittance, with ticketing either via GNG or in their own GDS.



GROUPS NEXT GEN

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GROUPS NEXT GEN PROVIDES AIRLINES WITH...

EMPOWERMENT...

- Optimises use of available inventory network capacity and existing reservations and pricing systems
- Robotics, reconciliation and full group booking audit functions and tools
- System tabs/queues enable the airline and travel agent to manage the work flow and actions associated with the group booking process, eg - group bookings appear on the system's deposit, balance, naming tabs/queues automatically for action
- Sophisticated compliance engine allows the airline to set and control terms and conditions according to market or customer type

...REVENUE OPPORTUNITIES...

- Proven to increase sales with leading global airlines
- Facilitates application and collection of compliance-generated revenue
- Enables airlines to open group sales to non-traditional customers
- Visual up-sell tools and ancillary purchasing capability maximise sales
- Lowers distribution costs through effective use of automation

...YOUR BEST SERVICE

- Real-time responses and selling features (such as the ability to split groups across multiple flights) enable travel agents to compete, win sales, and grow their business
- High degree of self-servicing and control (available 24/7) facilitates high standards of customer service and customer engagement
- Offers ticketing functionality or opt-out for travel agents using their own GDS
- Global usability means international travel agencies can use the system, configured with their own language, currency and agreed terms and conditions
- Intuitive user interfaces, logical flows and automated reminders reduce complexity and eliminate risk of cancelled space and/or financial penalties
- Lowest fare and best availability indicators directs customers toward flights with the highest amount of group inventory

The logo for Groups Next Gen (GNG) features the letters 'GNG' in a bold, purple, sans-serif font. A thin, curved purple line arches over the top of the 'G's.

GROUPS NEXT GEN

GNG KEY FACT LIST

- True end-to-end Group management platform
- PSS and Revenue Management pricing system neutral
- Handles multiple terms and conditions
- Manages out of range, series & bulk requests, complex itineraries, amendments and deviations
- Provides full audit trail and history
- Multiple payment options

SYSTEM ARCHITECTURE



Groups Next Gen is not only a revolutionary sales and operational platform, but an essential business tool. With much more functionality to offer, Calrom welcome the chance to demonstrate GNG to global airlines.



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