



AIR CUBE[®]
Expertise with global vision

ASCA 
Airlines Services Consulting

MERCHANDISING AND ANCILLARY REVENUES

BOOST REVENUES. BE INNOVATIVE.

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OVERVIEW



TODAY'S BACKGROUND

- The innovative business model envisioned by low cost carriers is today a **business "must" for all business models and all size of airlines.**
- **It is happening now and growing fast!** A 20% yearly revenue growth (source IATA) since 2009

SOLUTIONS

- **Benefit from industry latest moves:** ATPCO product standardization, IATA simplifying the business initiative and the IT providers solutions.
- Benefit from an increased positive passenger perception selecting **the right products tailored your specific business model.**

OUR APPROACH

- **Customer centric and revenue growing based:** focusing on relevant features with positive impact on your brand, your customer's perception based on the best options in terms of return on investment and profitability.
- **Flexible and pragmatic:** our approach is tailored to your specific needs, benchmarking your key competitors and industry best practices, analyzing your business model, size and strategy.
- **End to end services:** from analysis to implementation, from business to IT, we cover all aspects of your project.
- **Competitive rates:** our structure and transversal expertise enables senior experts to conduct your project with a cost effective approach.

YOUR BENEFITS

HIGHER YIELD

- + Become a better retailer
- + Leverage new sales opportunities
- + Sustain business growth and maximize yield through bundling & unbundling strategies

CUSTOMER EXCELLENCE

- + Enhance your brand value and range of travel options with positive impact on your customer satisfaction
- + Differentiate from your competitors with exclusive and high value services
- + Increase price transparency

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Our methodology follows 3 complementary scenarios

1- SET THE SCENE

Providing a clear and detailed vision of your specific merchandising environment

INTERNAL

- Analysis of your current offer, data collection, management's interviews
- Screening of the related IT systems and processes
- Analysis of the existing airline's dynamics and strategy

EXTERNAL

- Main competitor's benchmarking
- Customer's perception and expectations surveys
- Industry best practices

2- BUILD A PLAN

Identifying the most relevant and profitable air and non air opportunities

- Economical, operational and IT feasibility
- Financial benefits (return on investment)
- Sales and distribution strategies
- Pricing recommendations, including bundling and unbundling strategies
- Impact on brand value and passenger's perception

3- MAKE IT HAPPEN

Building up the conditions to secure and guaranty your short and long term objectives

- Program management and IT providers selection
- Filing (e.g. ATPCO), Pricing and revenue management implementation support
- Field implementation support
- Staff training and communication recommendations
- Detailed operational specification for each selected opportunity



CONTACTS

ABOUT AIR CUBE

AIR CUBE is an IT and Business consulting company specialised in the aviation and travel industry.

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ABOUT ASC

ASC is an independent consulting company dedicated to airlines' customer experience: products, services, quality and customer knowledge.

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