



Fly high with ever growing SME

What is SME Tool?

SME Tool is an innovative solution that helps airlines effectively manage SME bookings. The tool integrates with the airline reservation systems and acts as a self booking solution to the SME. It aids in increasing sales by enabling SME to self register and book tickets online with multiple payment options. SME Tool also helps airline to effectively manage seasonal promotions and rewards programme in a particular region or country.



Key business challenges

No specific tool to target and attract SME

SME account for about 90% of businesses and more than 50% of employers worldwide. They are flying frequently and will fly for various reasons. But airlines lack in providing them customized service fitting their requirements with any specific automated tool and thus loose the potential revenue when they choose to fly with competitor airline.

Lack of standardized pricing strategy

Being frequent travelers SME prefer to book the airline tickets with special reduced fare and demand extra benefits for every time their employees travel. But most of the airlines find it difficult to determine if it is economically favorable to provide some extra benefits and discounts to SME. Sometimes it leads airlines to hire skilled workforce and resources of high cost.

Mismanagement of extra benefits

Mismanagement of extra benefits like promo codes is not only the challenge for the airlines, but also for the SMEs. In more than 90% of such cases the major cause is found as the non-availability of proper records or reports of business travelers either at individual or at company level.

Less focus on ancillary/add-on services

Business travelers no doubt require ancillary/add-on services like car and hotel reservation. But airlines focus less on providing these services as the booking of flight for SME is itself very tedious task, hence lose a huge revenue that can be generated by providing add-on services.



Our solution

Flexible and automated SME Tool

SME Tool can be used as an independent application or in conjunction with the revenue management system of one airline to determine if it is economically favorable to provide some extra benefits and discounts to SME automatically by using special algorithms. By using SME Tool more bookings can be driven by airlines own websites and that will eventually reduce distribution cost.

Customized reports

Users of SME Tool can get various customized reports. These reports help Airlines to evaluate and plan for SME bookings and to manage various promotional activities and extra benefits for SME. On the other hand the travel admin and employees of SME use reports for determining their frequent travel sectors, credits owned, etc. and to plan for their future travel accordingly.

Multiple interfaces for different types of users

SME Tool has multiple interfaces for the different types of users who will be using the system. Three major interfaces are airline interface, travel admin interface and employee interface. Multiple interfaces enable different types of users to proceed their part of flight booking effortlessly and in a customized manner by logging into their respective accounts.

Extra benefits & ancillary services

SME Tool enables airlines to map and track customized discounts (promo code) or reward points for individual employees or at company level. The tool also provides the platform for cross selling of hotels and cars that leads airline to increase ancillary revenue and enables SME to find all the required business travel and related services at one point.

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