

Development of Next Generation Flight Portal

Customer Profile

AeroMexico (www.aeromexico.com) is the leading air carrier of Latin America. It operates over 300 daily flights to 30 cities in Mexico, 15 destinations in the United States, two in Europe and three in South America from its main hub at Mexico City's International Airport. AeroM xico is also a member of the SkyTeam marketing alliance with Delta, Air France, and Korean Air Lines.

Situation

AeroMexico realized the need for an effective high-performance online sales channel. Its legacy website, operated by another outsourcing provider, had a number of challenges which created an environment that made it difficult for consumers to access and purchase flights and other high-value products.

Problems included:

- Poor User Interface (UI) which confused consumers and led to unusually high abandonment rates
- Poor overall performance which created a barrier for consumers in particular in Mexico (AeroMexico's largest customer base)
- High search and booking error rates which undermined the credibility of the site and negatively impacted AeroMexico as a brand
- Lack of merchandising features
- Non-intuitive booking flow
- Confusing plethora of loyalty programs which needed to be manually updated and maintained

Solution

To address the identified needs, as well as a host of content issues, AeroMexico contracted EPAM Systems and Datalex, Inc. to provide a full-scale Flight Portal Solution. In addition to deploying the EPAM content management suite, EPAM also worked with AeroMexico on the design of the new site as well as the next generation on-line vacation package catalog. The EPAM content management suite included:

- EPAM Content Management System
- Consumer Travel Booking Engine (CTB*), including UI design
- EPAM Deals Management System
- EPAM Marketing Engine
- EPAM Reporting Tool

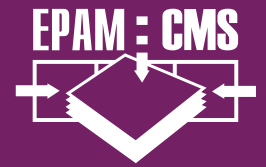
* Developed by Datalex

EPAM Content Management System is a powerful web-based tool which allows users to manage all types of content from documents to online advertising. It is the main component in EPAM's content management offering which includes Software, Services and Support. The solution is designed to be customizable and scalable to address a full spectrum of requirements: from smaller e-commerce sites to content-rich websites and portals with the need for extensive content management as well as promotions management and marketing.

EPAM CMS integrates and automates the processes of:

- Content creation by multiple non-technical users
- Content approval by business managers
- Content versioning, edition tracking and archiving
- Content publishing (to one or several different target web sites)
- Content feeds from 3d-party content providers

EPAM Content Management System Case Study: AeroMexico



EPAM Deals Management System provides for an easy management of deals – promotions - as well as a visitor's activity tracking and analysis based on the promo banner exposure and clicks frequency.

EPAM Marketing Engine is designed to address key marketing tasks associated with managing promotions and advertising on internal and external sites. The Marketing Engine competes with leading solutions and offers:

- Advertising Customer Management
- Campaign Management
- Ad Group Design and Media Targeting
- Media Management
- Presentation Rules and Ad Serving
- Pre-integration with leading e-mail and list server packages like LSERV
- Forecasting
- Billing/Invoicing
- Performance Reporting

EPAM Reporting Tool is a customizable set of Online Analytical Processing (OLAP) tools that allow obtaining fast analysis of shared multidimensional information – website analytics.

Results

The multi-language travel portal of AeroMexico has been recently re-launched. Tailored to communicate Aeromexico's distinctive personality, the site offers online travel-booking services integrated with products, promotions and operational information. The implemented changes are expected to produce impressive results:

- The implementation of new Booking Technologies, together with a redesigned search and booking flow will drive consumers to buy, increasing online sales by at least 10%-15% over the next 18 months.
- Site performance and revised structure should dramatically decrease abandonment rates and increase conversion rates.
- The use of the advanced merchandising techniques will facilitate the sale of high-value products like Grand Plan vacations and position AeroMexico as a leader in leisure travel.
- The new design will coordinate with AeroMexico's ongoing marketing campaigns and support the corporate brand by allowing users to interact with AeroMexico corporate.
- Bilingual content support will provide for personalized user experience.

AeroMexico's online travel portal will extend the airline's service commitment to the millions of passengers who fly annually to 159 destinations worldwide.

"The launch of our new online travel portal is part of an ongoing program of customer service improvements and reconfirms our commitment to making AeroMexico Latin America's leading carrier. The solution delivers significant functional Web booking capabilities to our customers and improves the efficiency of our service."

Augusto Fernandez Kegel
Vice President, Marketing and e-Business
AeroMexico



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