# **ONE Order**

### Oana Savu

Manager, Industry Distribution Programs Adoption

IATA

11 April 2019





### Retailing

### **More content & Products**

### **Personalization**

**More ancillaries** 

Paper

### Complex

Fragmented

Commoditization

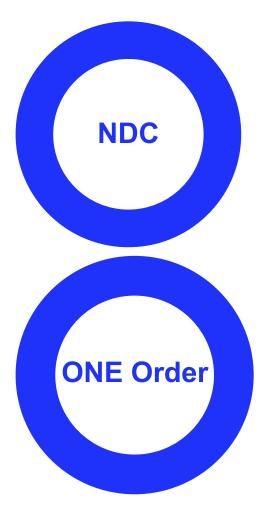
**Customer experience** 

**Digital** 

Friction

Processes

## NDC & ONE Order key industry programs to support Airline Industry Retailing



### **Enhanced Distribution**

- New shopping workflow and retail-style architecture
- Merchandized, contextualized and Dynamic Offers
- New Distribution Channel

### Simplified downstream processes

- Unique Customer Order Reference/Receipt
- Standardized retailing solutions simplifying on delivery and accounting
- Facilitate interlining with ticketless carriers



# Industry today

#### SAVU/OANA MS 18FEB GVA LHR

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ELECTRONIC TICKET PASSENGER ITINERARY RECEIPT

AMEXGET 2 CHEMIN LOUIS-HUBERT DATE: 14 JAN 2019 AGENT: 9998

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4 SSR ROST BA HK1 GVALNR/02DN,	P1/82	SEE RT	STR	
5 SSR NSST BA HK1 LHRMIA/05J,P	1/RS/83	SEE	RTSTR	
6 SSR NSST BA HK1 MIALMR/05J,P	1/RS/54	SEE	RTSTR	
7 SSR ROST BA HK1 LHROVA/02DN,	P1/55	SEE RT	STR	
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AT CHECK-IN, PLEASE SHOW & PICTURE IDENTIFICATION AND YOUR ELECTRONIC TICKET RECEIPT.

# Industry with NDC & ONE Order



Order Confirmation OrderID: ABC12347712

Service: ABC12347712-1 Flight 123 GVA-LHR

Service: ABC12347712-2 Priority pass

Service: ABC12347712-3 Lounge access



# Industry with NDC & ONE Order

### **ONE Reference**



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# **ONE Order in a nutshell**



### Our mission: support the value chain in retailing transformation



# **ONE Reference**

 Consistent communication between airlines, travel partners and service delivery suppliers



Improved customer service



# Simplified ecosystem

 Modernize travel ecosystem to cater with digital processes

• Facilitate product delivery with real time tracking of services



• Reduce processes and systems complexity



# **Expanded partnership**

• **Connect** with wider industries and enable **greater interoperability** 



Take travel retailing to the next level





**Simplification** 

**Frictionless** 

# Thank you

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