

Enhance Passenger Experience with Automated, Hyper-Personalised Communications

NAVITAIRE & 15BELOW



Today's travelers expect context-specific, personalized notifications via multiple communication channels.

Airlines need to manage an increasing number of passengers with more efficient and automated communication channels. They also need flexibility of generating and managing templates, using channels based on specific events and circumstances, all of which are configurable to their specific needs.

Navitaire has partnered with 15below to help airlines communicate efficiently with customers and improve their travel experiences – from the time of booking to arrival and beyond.

Partnership Benefits:

- Provides industry-leading notifications solutions across Navitaire-served channels
- Delivers solutions efficiently integrated into the Navitaire Airline Platform via its Digital APIs
- Provides key messaging capabilities to support digital retailing
- Enables expanded product capabilities in multiple Navitaire products (e.g., GoNow Agent, Navitaire Loyalty, etc.) Allows both parties to collaborate on product development and deeper integrations between the two platforms.

15below Key Features:

- Supports multiple communication channels
- Fully branded templates and microsites in any language
- Notification reporting
- Fully hosted by 15below with 24/7 platform monitoring

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15below

15below helps travel brands streamline & automate their passenger communications

- Two-way interactions with reservations systems enables mass-disruption handling with minimal impact on customers, operations and brand
- Remove labor-intensive tasks that require no manual management, preventing human error and offering significant cost savings
- Manage notification content, users, permissions and data configuration, and trigger manual notifications
- Potential for additional revenue with highly personalized offerings that gain industry-leading levels of engagement

15below has over 20 years of experience working with more than 50 of the world's best-known travel brands. Its customers can access a community of travel experts from across the globe, and may see immediate gains in passenger experience, revenue generation, customer loyalty and brand perception.

Find out more at 15below.com

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