

# CRM

Simplify the creation of airline-specific service scripts and improve the passenger experience



# CRM

## Engage with customers

WebSky CRM

Search client

### Issues

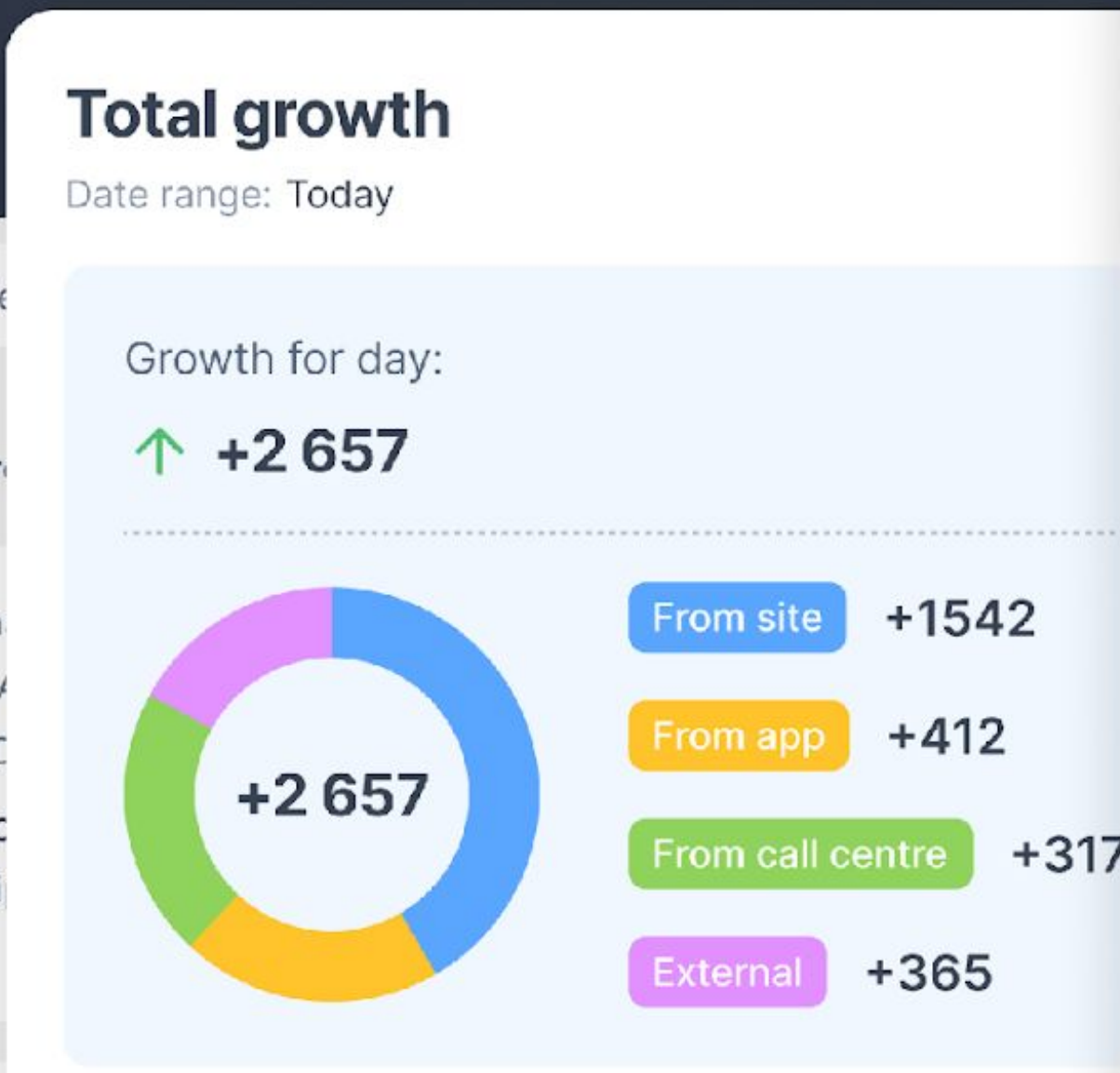
25 new 10 in progress

Assignee

- Jack
- Unassigned
- Operator 2
- Operator 3

State

- New
- In progress
- Waiting answer
- Rejected
- Solved



WebSky CRM

Search client

**Alex Brown** Vip Frequent flyer Business ID: 768-356-678...

#### Loyalty card

5678 12345 6789 0000 67890 miles

#### Personal info

Alex Brown, male 43 years

alex.brown8078@gmail.com Marketing maillists allowed

@alex.brown

+0 768 356 678 10

Passport: Spain 23.10.2029 678-9574-51

Int. passport 12.01.2025 787-4565-70

#### Tags

Vip Frequent flyer Business

#### Preferences

Airports: BCN 5 BER 5 LON 3 NYC 1

Sales channel: Mob App 80%

Class: Economy 72%

Seats: at the beginning of the salon

#### Bookings

BCN — LON, 23-27 Aug 987689

Alex Brown, Nataly Brown

WX-6888, Economy Medium — 5A, 5A

WX-6861, Economy Med

Luggage 5kg x 2

Baggage 12kg x 2

BCN — LON, 23-27 Jul

BCN — BER, 27 May

23 more orders

#### Issues

#3245 Normal In progress 5 Refund

**Request for change in order RT4GW**

Repudiandae consequatur aliquid consequatur voluptas vero ulla nesciunt maxime. Est quae numquam ad at velit dolor ratione. Qu

2 minutes ago

### Periodical mailings summary

Date range: Today

Total active mailings: **59**

Total launched: **447 -7%**

Sent:	87 033	100%
Delivered:	77 459	89%
Opened:	22 591	33%
Clicks:	2 959	3%

Go to periodical mailings

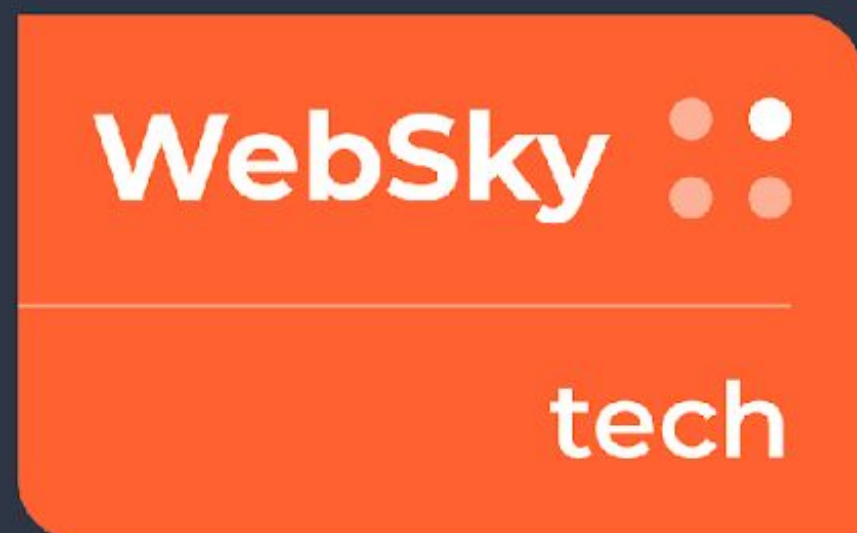
#3245 Minimal In progress Transfer 5

2 minutes ago Alex Brownschvilli (alexbr@gmail.com) Vip Frequency

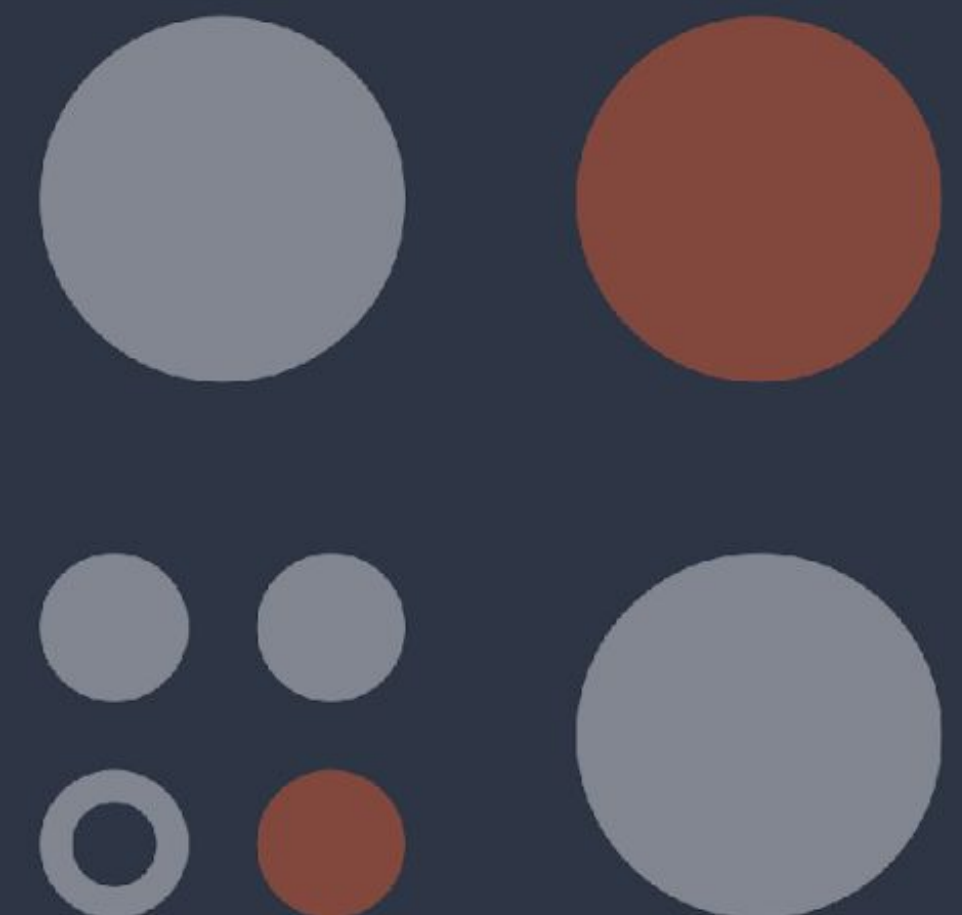
Assignee: Jack Daniel's

#### Flight certificate

The analysis of foreign experience overturns the institutional formation of the im media weight synchronizes the empirical factor of communication, given current product placement.



# ACCESSIBLE DESIGN



Improve the passenger experience and take care of the socially responsible mission of the airline

WebSky 

tech

# ACCESSIBLE DESIGN

Increase overall usability



**Color  
contrast**

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WCAG 2.0 compliance for text  
contrast



**Easy keyboard  
navigation**

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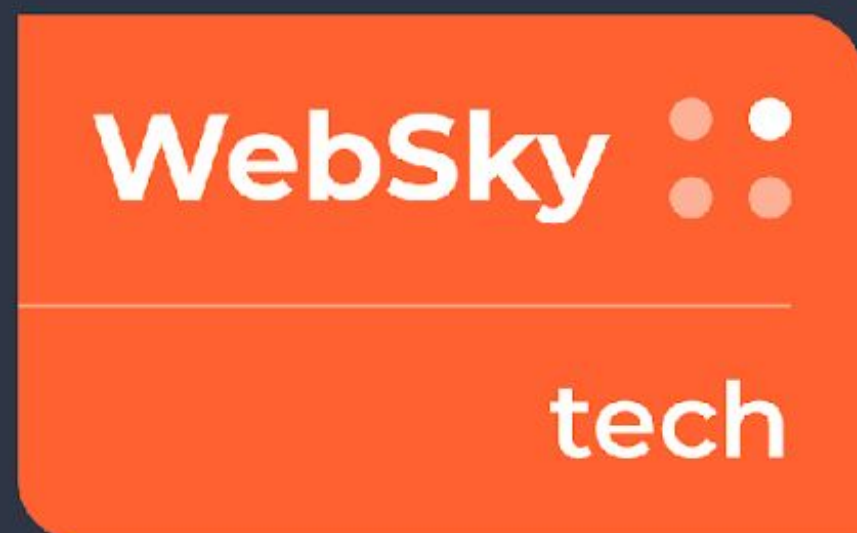
Easy focus control for selecting  
interactive elements with the  
Tab key



**Clear page structure  
for screen readers**

---

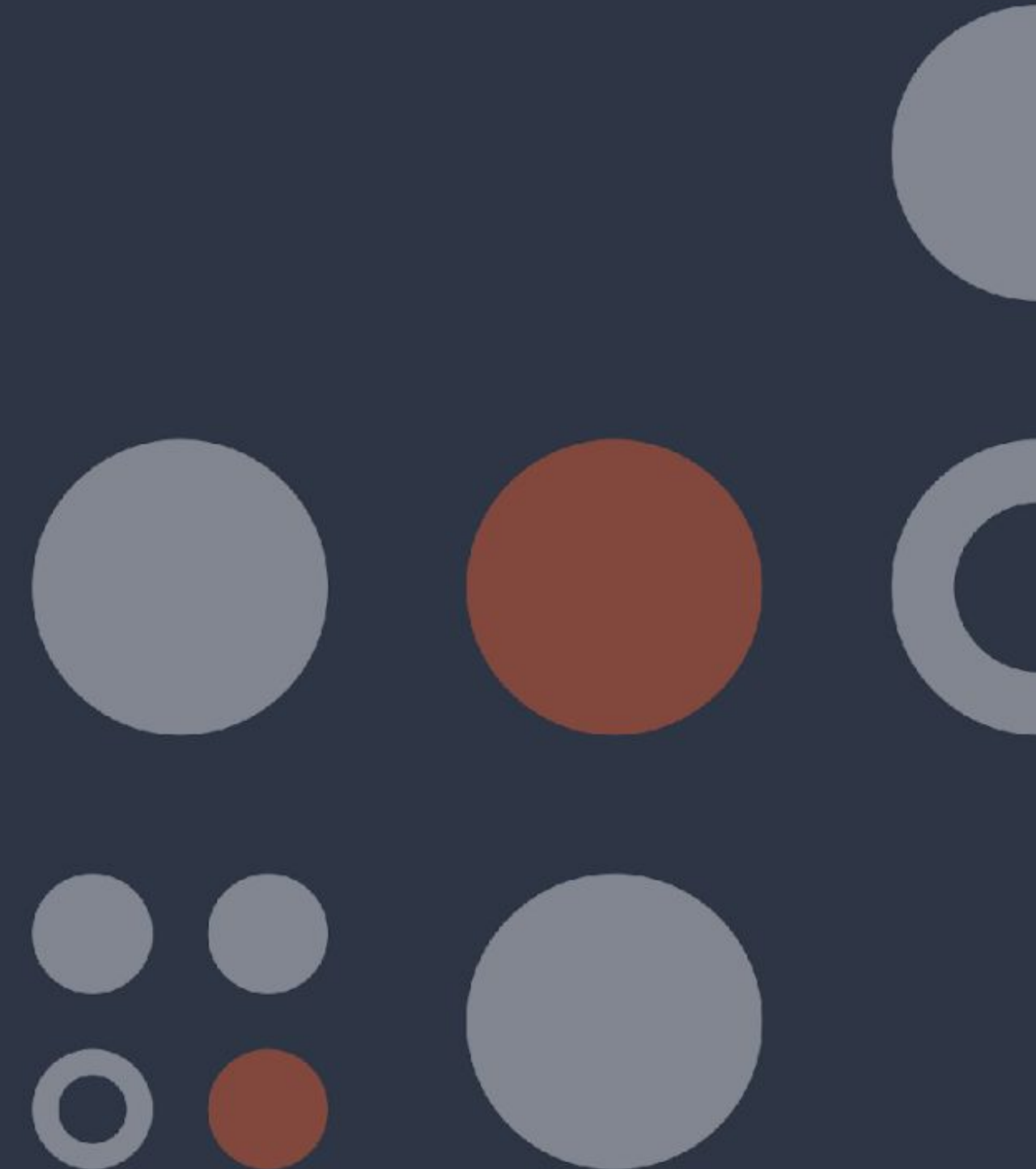
Defining the semantic structure  
of a page to facilitate and speed  
up navigation with screen  
readers.

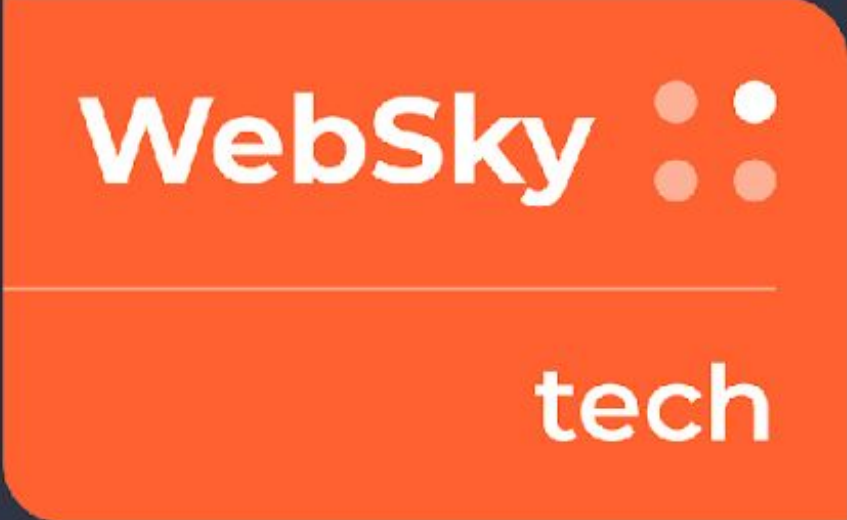


# UPSELLING

of non-aviation services

Increase profitability on each sold segment





# UPSELLING

## Boosting Airline Revenues

Choose your bundle

Economy Business

**Economy Medium**

- 7 kg
- 23 kg
- Change date and time
- Miles earned 20%

Select **\$150**

Plans may change? Choose Well-done fare

View full conditions

23 Aug, Tue 12:30 LHR London, Heathrow, Terminal A

23 Aug, Tue 13:50 BCN Barcelona, El Prat, Terminal A

WebSky Airlines, WS-102 1h 20m

A 320



10\$ - Front 15\$ - Extra legroom

6A	6B	6C	6D	6E	
7A	7B		7D	7E	7F
7\$ - Front					
8A	8B	8C	8D	8E	8F
\$2 - Standart					
	9B	9C	9D	9E	

Fly together! total **\$28**

6A 6B 6C 6D

**\$7** Economy Extra legroom

Disembark quickly at your destination Legroom: 40-60 cm

Cancel Confirm

Choose baggage

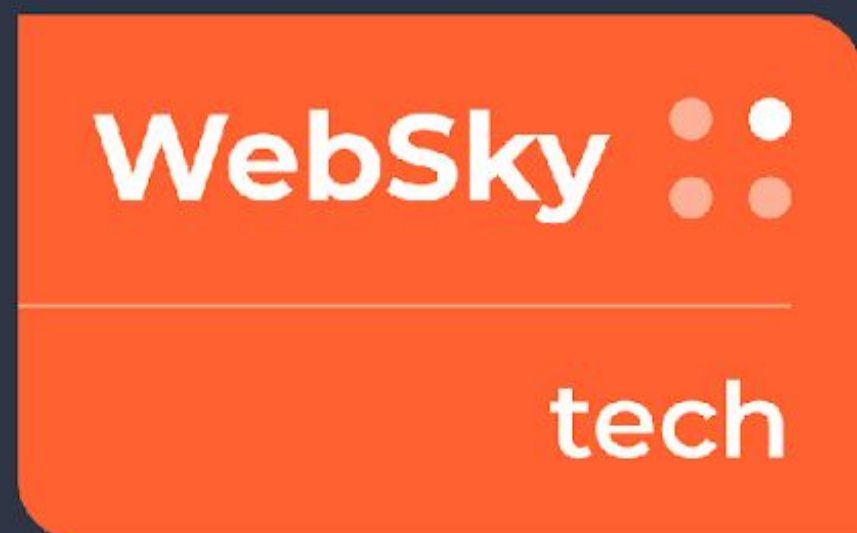
Show baggage requirements

Included with Economy Medium

- 5 kg Cabin baggage 40 x 30 x 20 cm x1 All flights
- 20 kg Baggage total 203 cm³ x1 All flights

More baggage? Buy now and save 20-30%

15 20 20



# BLOCKCHAIN USE

Automation of mutual settlements using blockchain.  
Reducing the airline's costs when working with agents  
and reducing the risk of non-payment.





# WebSky NDC Terminal

WEBSKY Booking Queues

London LHR Barcelona BCN

1 Adult \$ - US

Enter flights and RBD

Search order

Sales \$1 000 Ref/Void: \$10 000 Bookings

Bookings	80%	\$800	Refunds	65%	\$6 500
Services	20%	\$200	Void	20%	\$2 000
			Services Ref	10%	\$1 000
			Services Void	5%	\$500

WEBSKY → LHR - BCN 2+1+1 24 - 28 Aug \$ - USD

1 FLIGHTS 2 PASSENGERS 3 ORDER 4 PAYMENT

DME - OVB OVB - DME

Sort \$ ⌚ ⚙️ ⚙️ Filter Nonstop Flight Num Schedule

22 Aug Sun 22 Aug Mon \$90 23 Aug Tue \$120 24 Aug Wed 25 Aug Thu \$140

All timestamps displayed in local time zone. Sale currency is USD.

WX-4561 Is operated by WA-6713	10:15 LHR, 1 — 2h 05m — 13:20 BCN, T1	B 737 Few places left	Y Rare Medium Well-adone	1 000 330 340 350	C Rare Medium 1 000 330 340
WX-4561 Is operated by WA-6713	10:15 LHR, 1 — 2h 05m — 13:20 BCN, T1	B 737 Few places left	Y Rare Medium Well-adone	1 000 330 340 350	C Rare Medium 1 000 330 340
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WX-4561 Is operated by WA-6713	10:15 LHR, 1 — 2h 05m — 13:20 BCN, T1	B 737 Few places left	Y Rare Medium Well-adone	1 000 330 340 350	C Rare Medium 1 000 330 340
SK-4561 Is operated by UT-6713	10:15 DME, 1 — 2h 05m — 13:20 OVB, B	B 737 Few places left	Y Rare Medium Well-adone	1 000 330 340 350	C Rare Medium 1 000 330 340

Stop in Zurich (ZRH): 4h 05m

Total Duration - 5h 10m

Fare basis ZSTD110W

- Fee QV 5
- Fee QV 6
- Fee OG 14
- Tariff 205
- Total 330



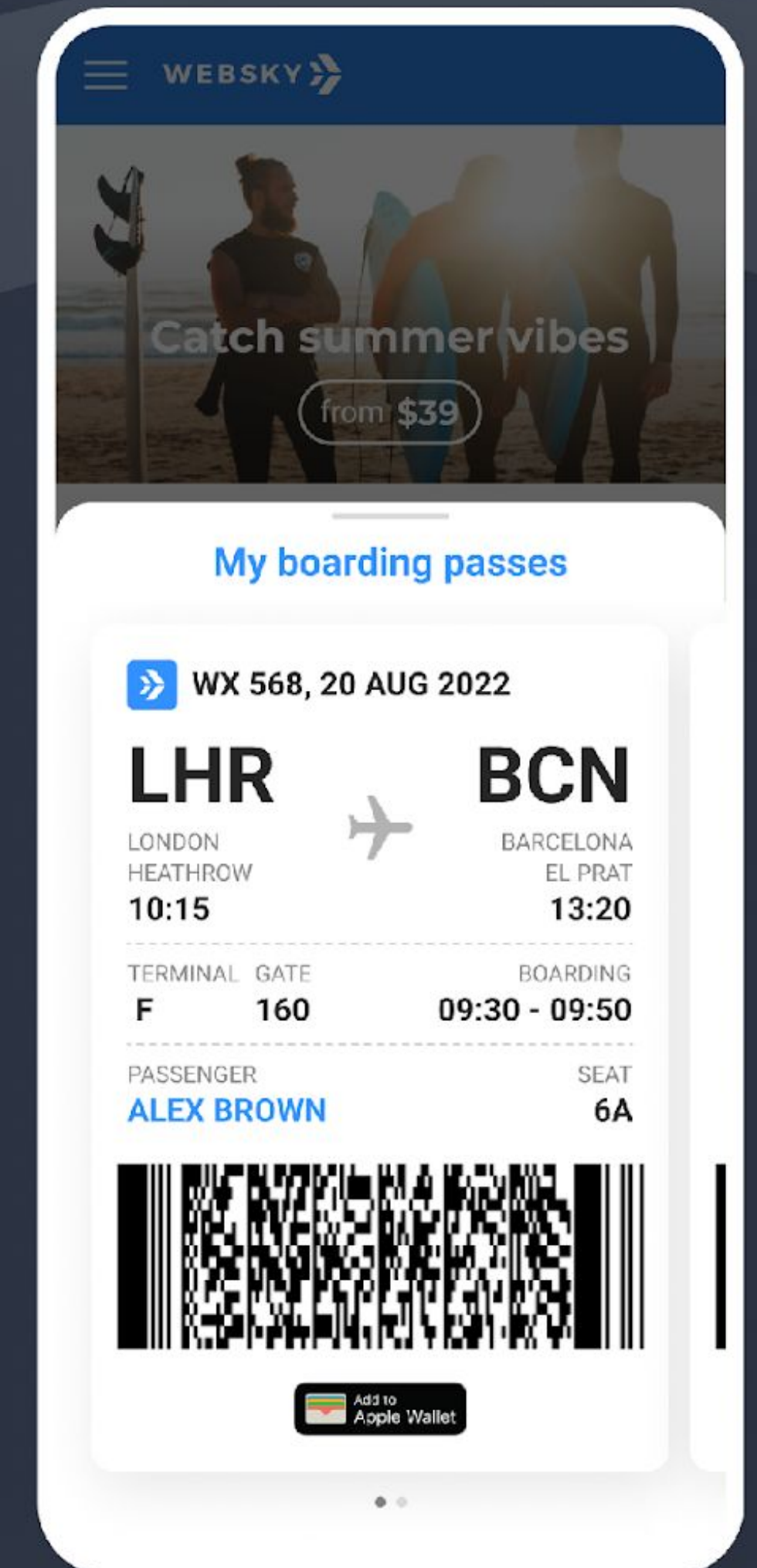
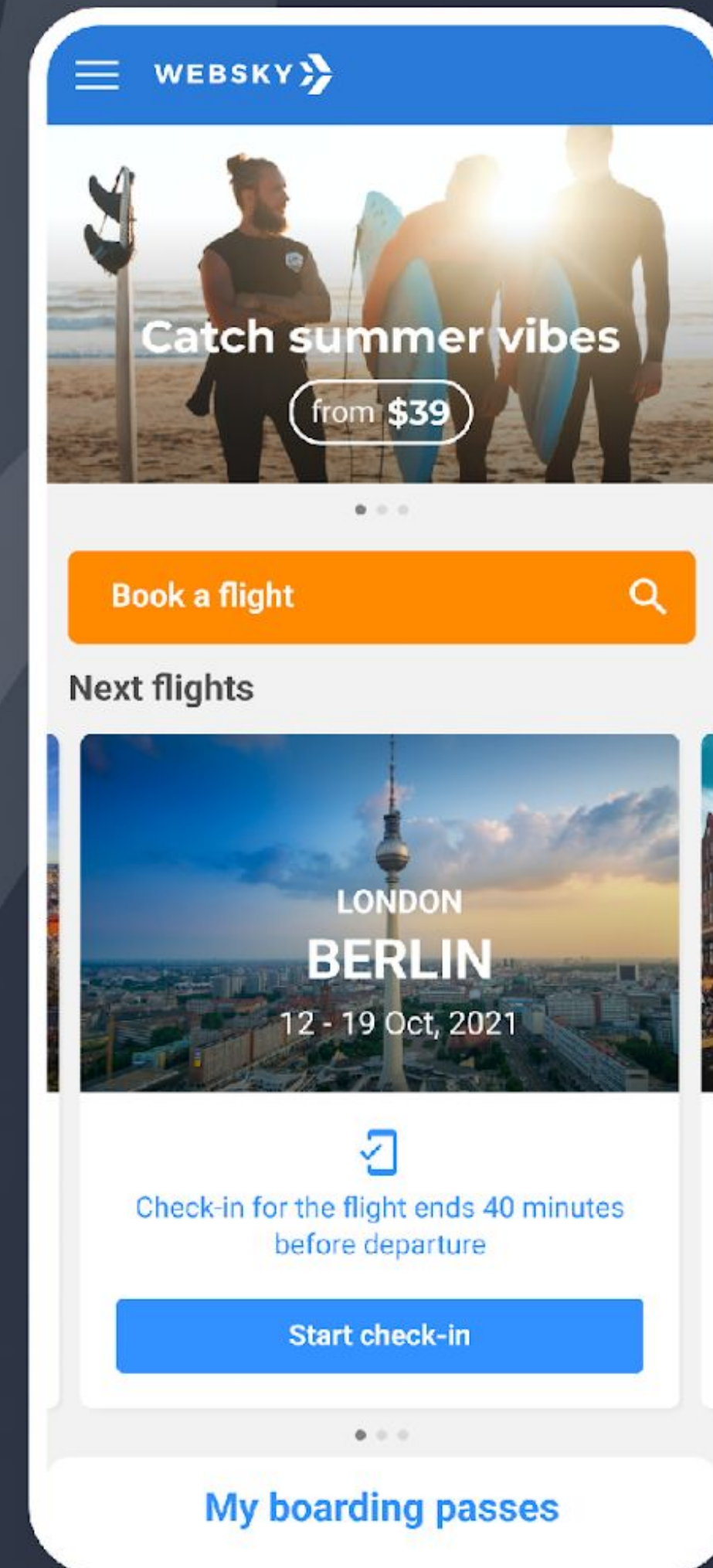


# WebSky App



## Advanced Mobile Experience

- ➔ Passenger Check-in
- ➔ Flights and Ancillaries shopping
- ➔ Timetable
- ➔ Links and tips
- ➔ Shop with miles
- ➔ Push campaigns





# WebSky BI



Sales analytics



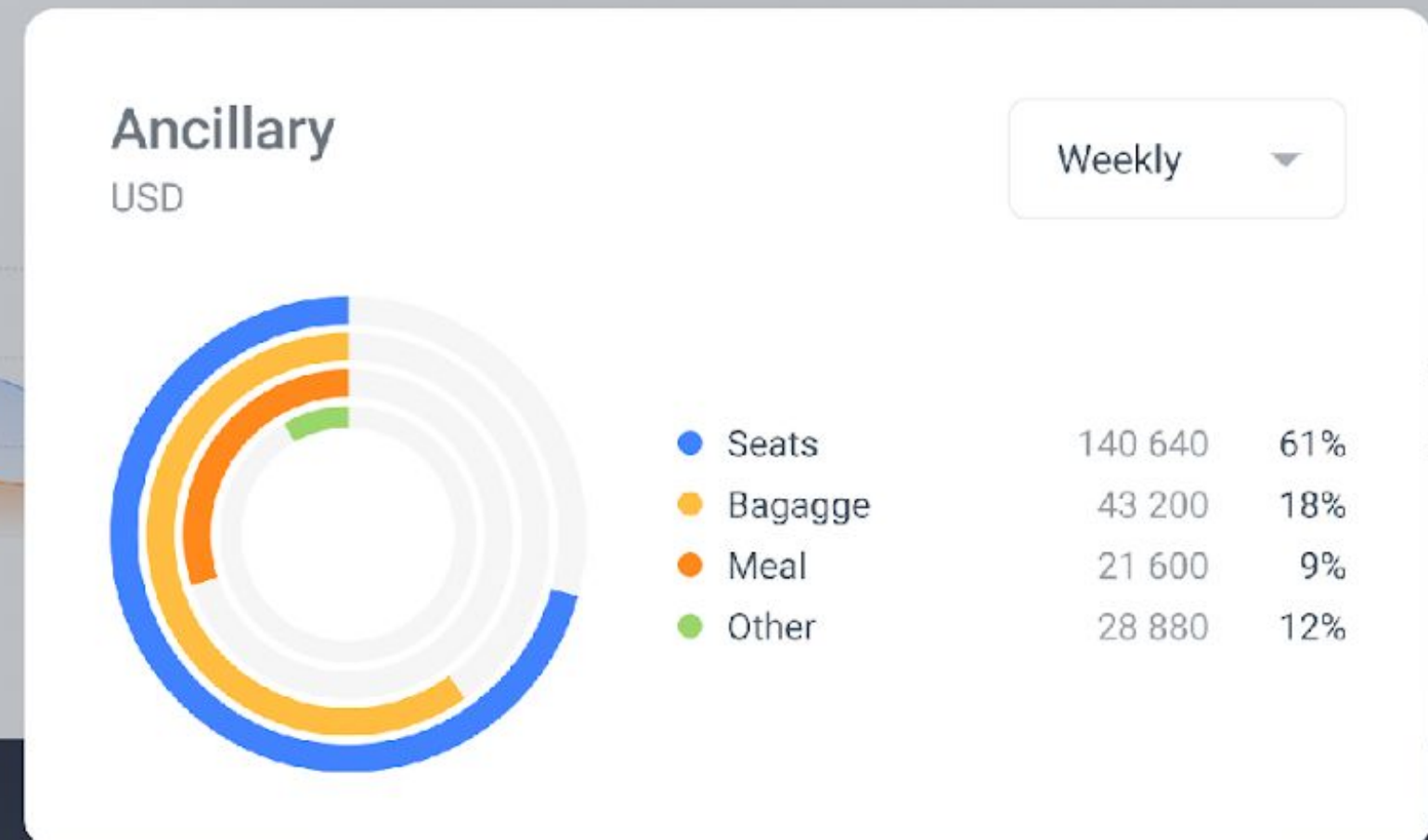
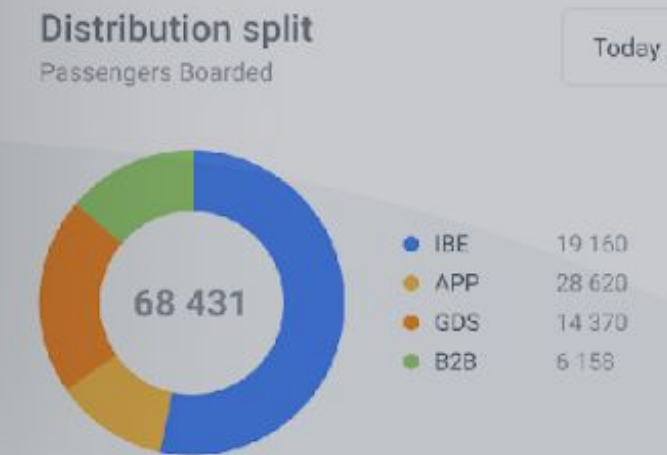
Conversions and revenue



Growth and dynamics



Convenient reports



# Boosting Airline Revenues

## Branded fares

Choose your bundle

Economy Business

**Economy Medium**

7 kg 23 kg

Change date and time

Miles earned 20%

Select **\$150**

Plans may change?  
Choose Well-done fare

View full conditions

23 Aug, Tue 10:15 LHR 23 Aug, Tue 13:30 BCN

## Rich Content



23 Aug, Tue 12:30 LHR London, Heathrow, Terminal A

23 Aug, Tue 13:50 BCN Barcelona, El Prat, Terminal A

+24° +36°

WebSky Airlines, WS-102 1h 20m

A 320



## Ancillaries

10\$ - Front 15\$ - Extra legroom

6A 6B 6C 6D 6E

7A 7B 7D 7E 7F

7\$ - Front

8A 8B 8C 8D 8E 8F

\$2 - Standart

9B 9C 9D 9E

**Fly together!** total **\$28**

6A 6B 6C 6D

**\$7** Economy Extra legroom

Disembark quickly at your destination  
Legroom: 40-60 cm

Cancel Confirm

## Choose baggage

Show baggage requirements

### Included

with Economy Medium



5 kg

Cabin baggage  
40 x 30 x 20 cm

x1

All flights



20 kg

Baggage  
total 203 cm\*

x1

All flights

### More baggage?

Buy now and save 20-30%



15 kg



20 kg

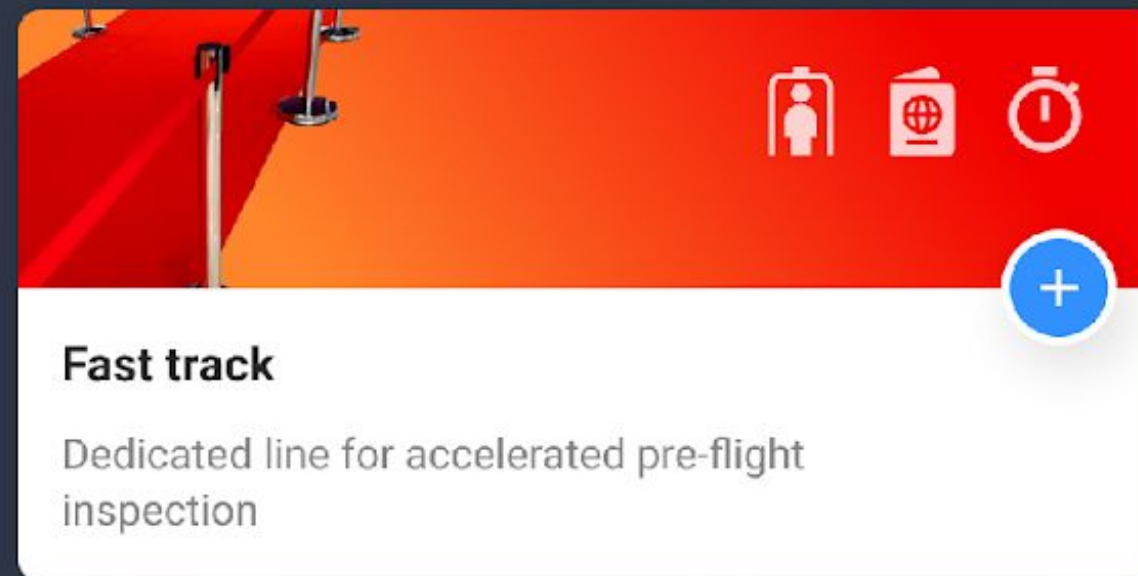


30 kg



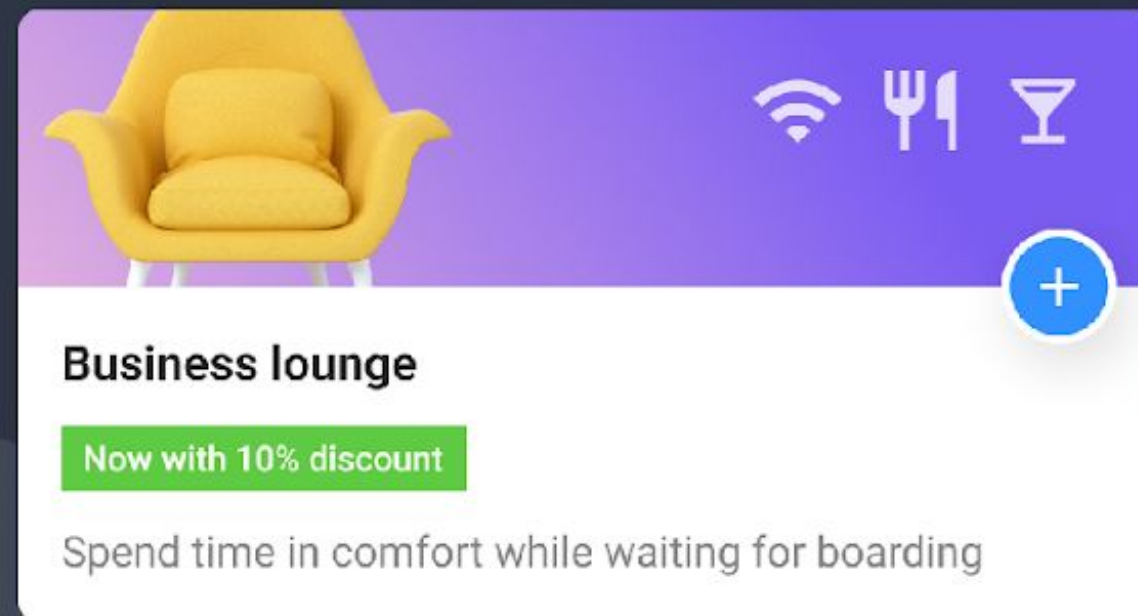
# Advanced Features

## Upsell & Cross sell



Fast track

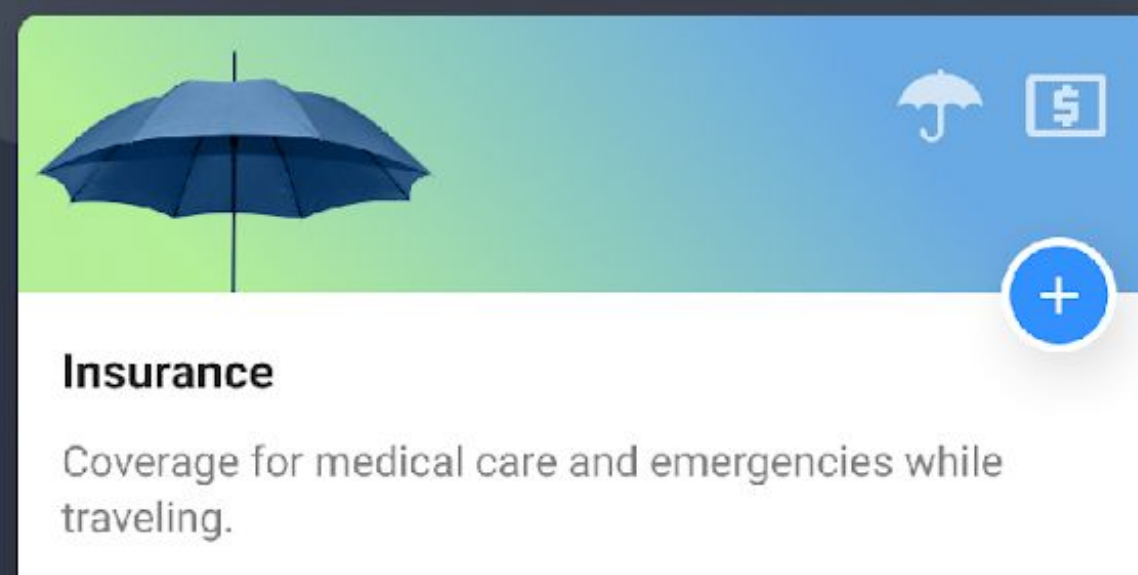
Dedicated line for accelerated pre-flight inspection



Business lounge

Now with 10% discount

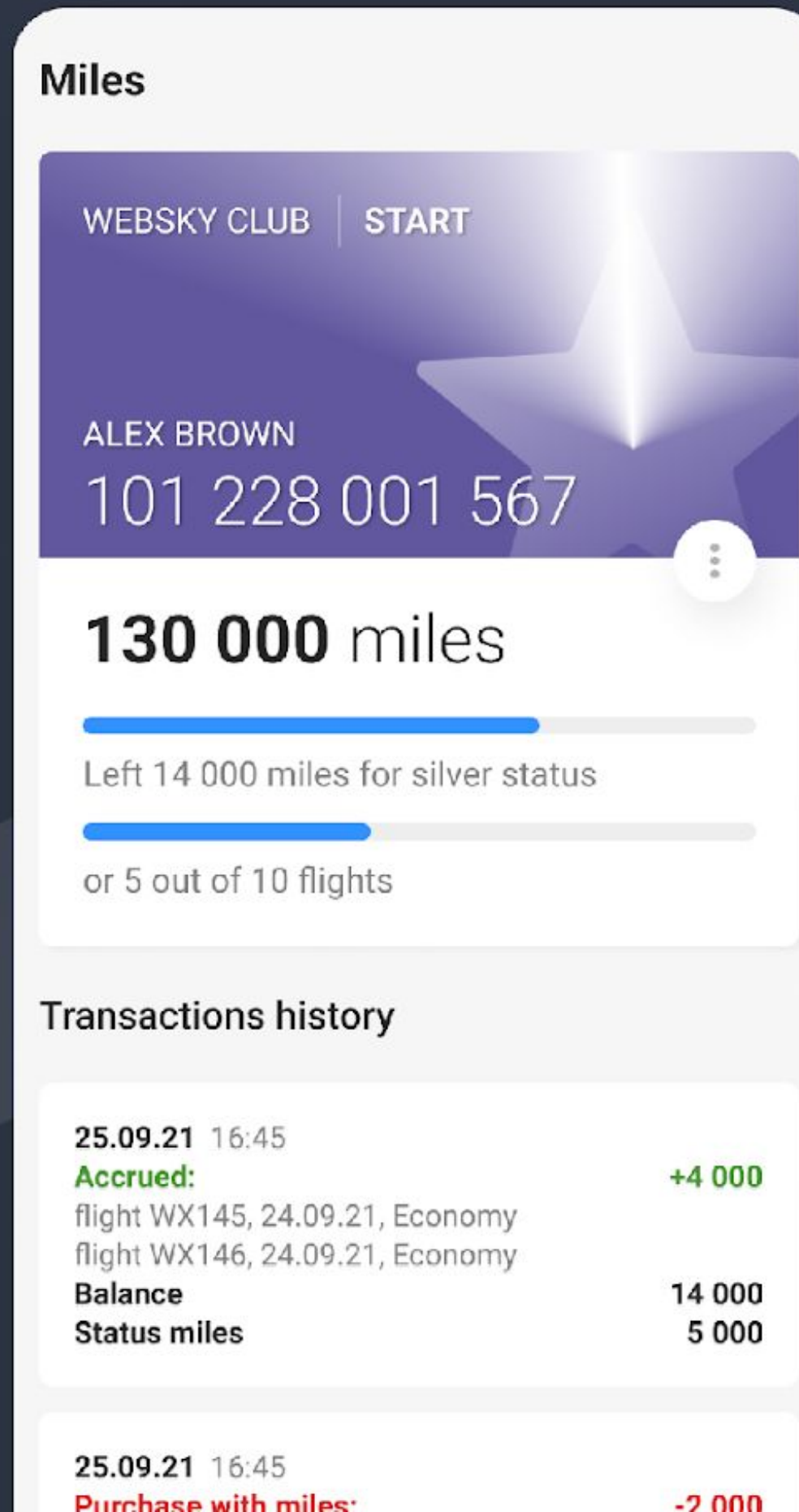
Spend time in comfort while waiting for boarding



Insurance

Coverage for medical care and emergencies while traveling.

## Loyalty



Miles

WEBSKY CLUB | START

ALEX BROWN  
101 228 001 567

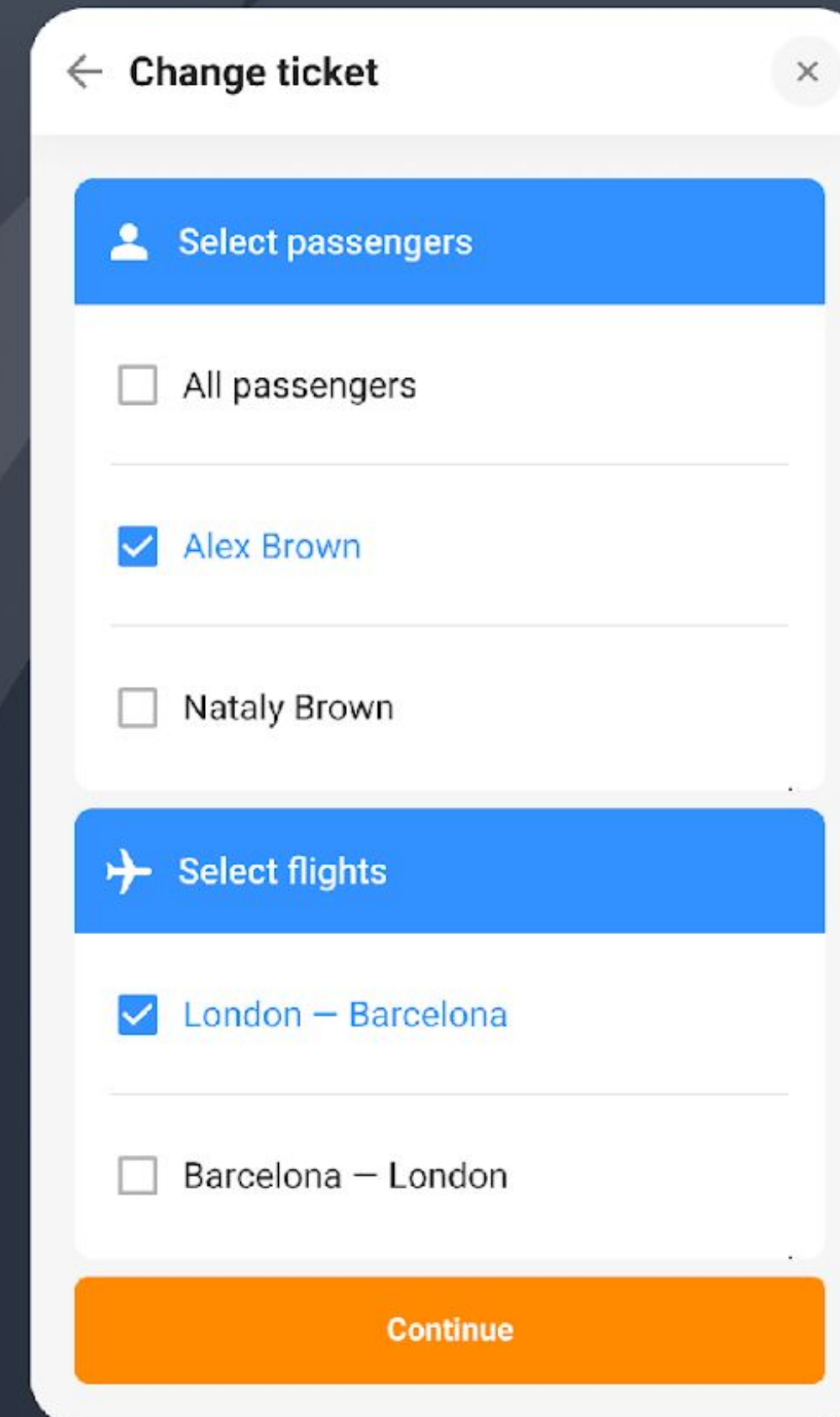
130 000 miles

Left 14 000 miles for silver status  
or 5 out of 10 flights

Transactions history

25.09.21 16:45	Accrued:	+4 000
flight WX145, 24.09.21, Economy		
flight WX146, 24.09.21, Economy		
	Balance	14 000
	Status miles	5 000
25.09.21 16:45	Purchase with miles:	-2 000

## Change booking



Change ticket

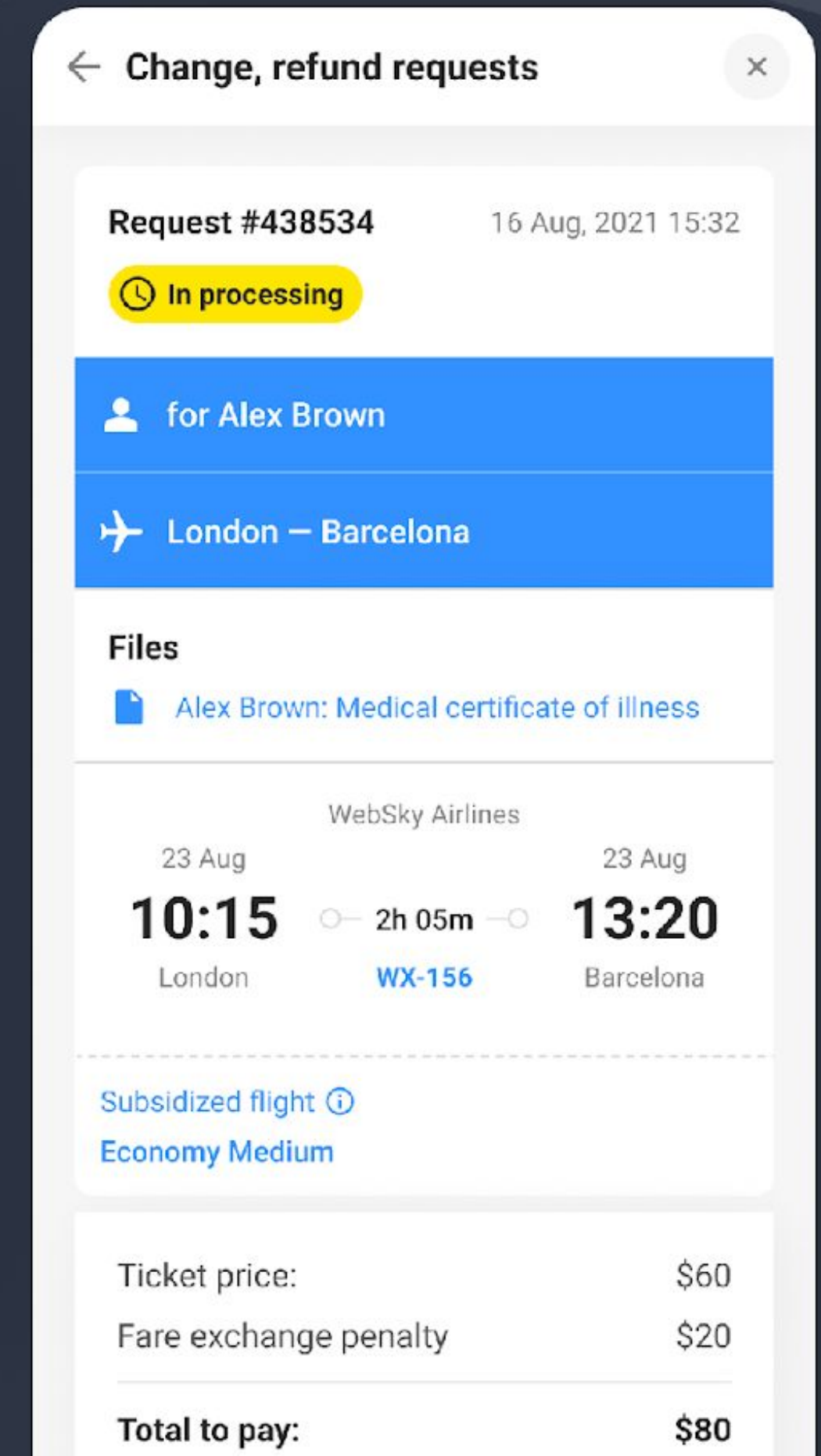
Select passengers

- All passengers
- Alex Brown
- Nataly Brown

Select flights

- London – Barcelona
- Barcelona – London

Continue



Change, refund requests

Request #438534 16 Aug, 2021 15:32

In processing

for Alex Brown

London – Barcelona

Files

- Alex Brown: Medical certificate of illness

WebSky Airlines

23 Aug 10:15 London — 2h 05m — 13:20 Barcelona

Subsidized flight Economy Medium

Ticket price: \$60

Fare exchange penalty: \$20

Total to pay: \$80



# Custom Web-Sites



Modern responsive design



Big set of UI components used in the industry



Wide possibilities for customization



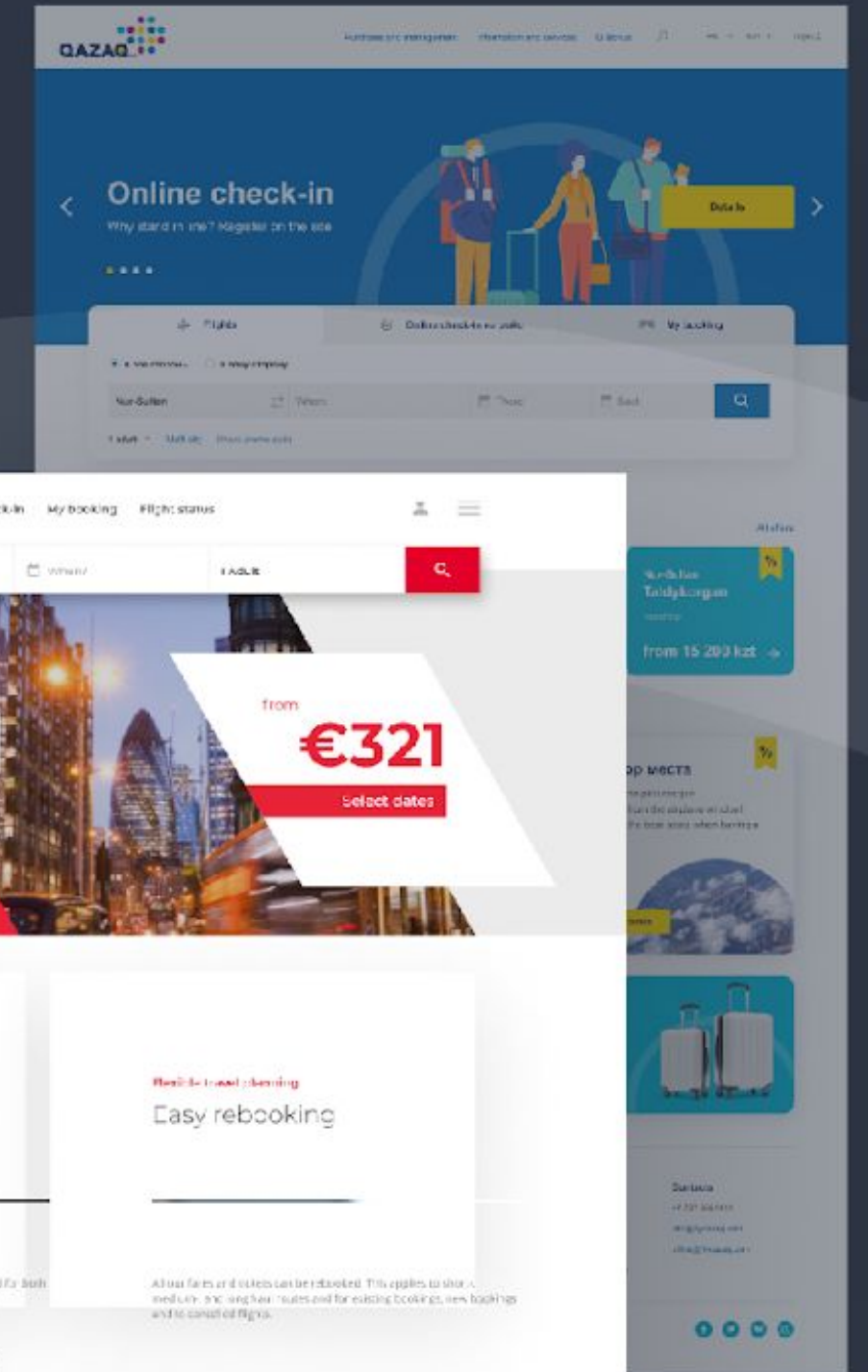
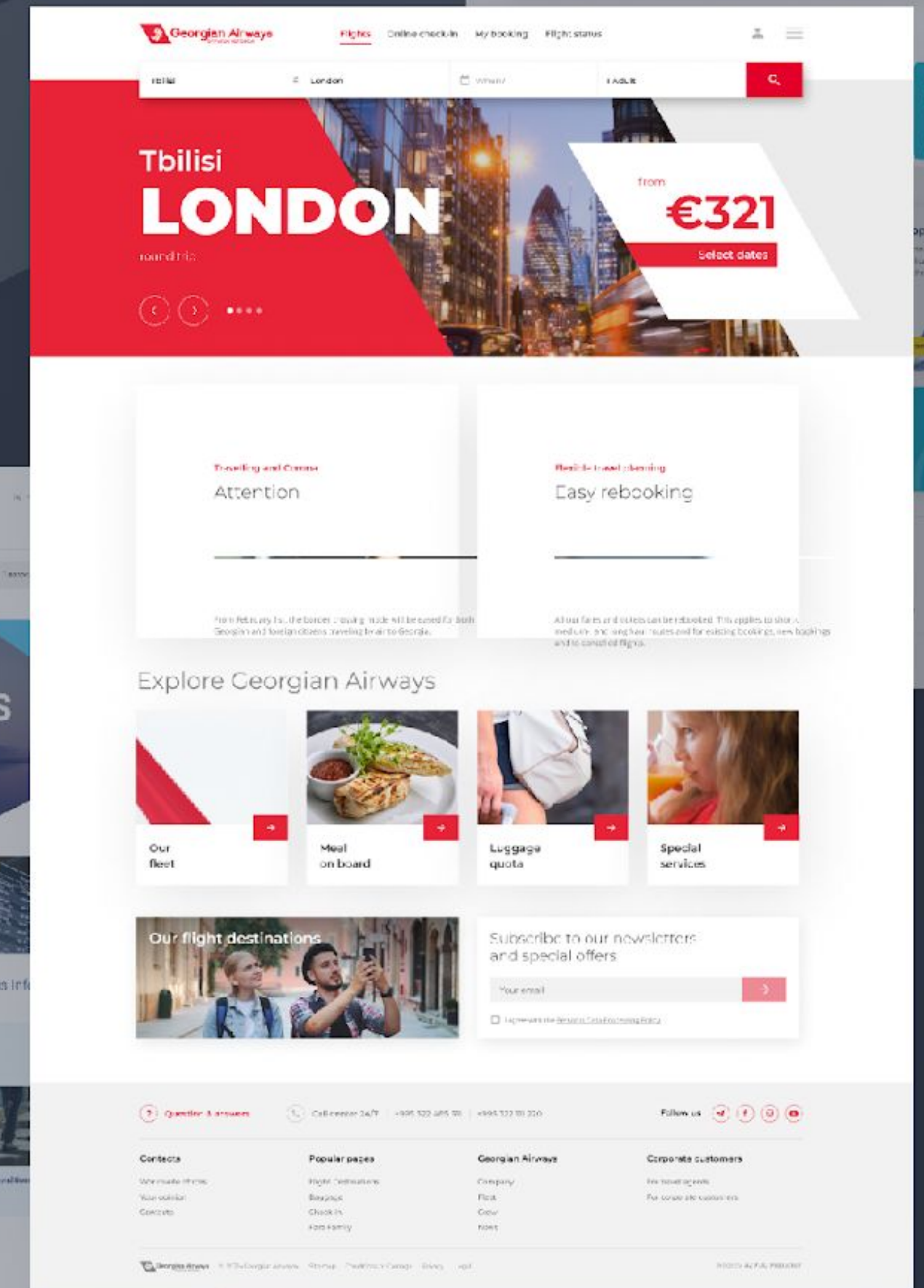
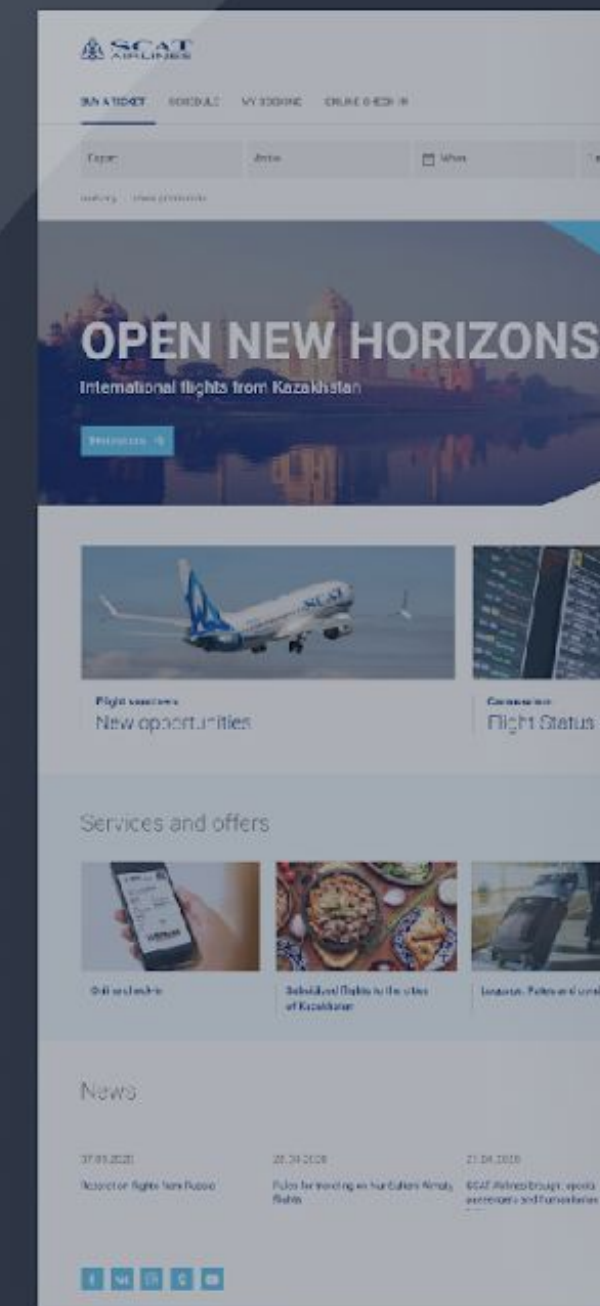
SEO optimisation



Convenient control panel



Fast launch





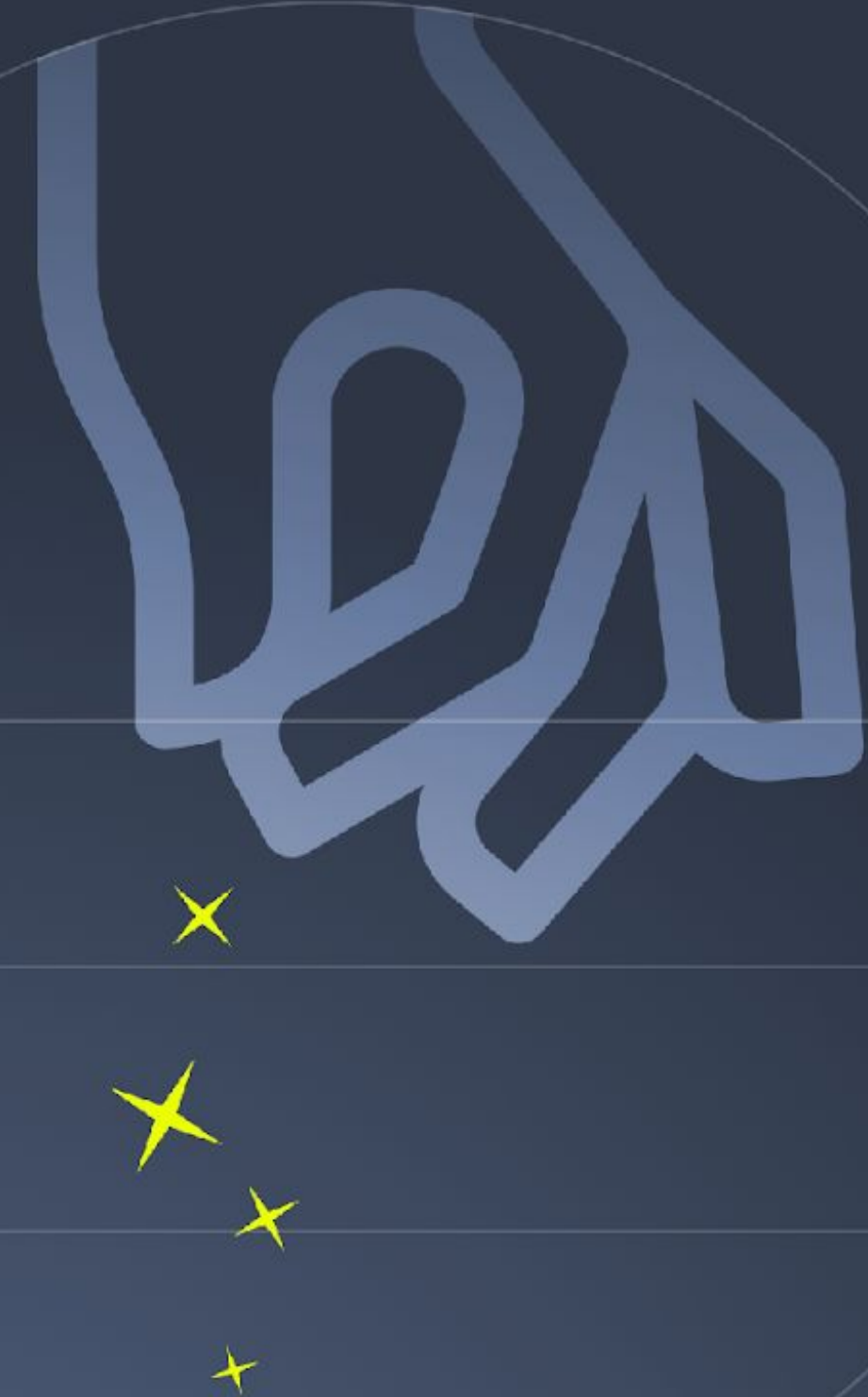


# Project



Travel Parts helps in-house IT teams  
of travel 🌐 companies to stop  
🔄🔄🔄 reinventing the wheel

**and to focus on innovations**





# Problem

