

SPOTNANIA

How to maximize savings and traveler satisfaction through personalized travel shopping



Personalization has evolved into a powerful mechanism for corporate travel programs to improve the traveler experience and reduce costs.

The popularity of services such as Amazon and Netflix has led consumers to expect personalized experiences everywhere. Recent research found that personalization is not just important to delivering elevated experiences but getting users to use a service at all.

Seventy-one percent of consumers expect companies to provide personalized shopping experiences and 76% are disappointed when they don't receive a personalized experience, according to [McKinsey's Next in Personalization 2021 report](#).

By providing a modern, personalized travel shopping experience, companies can increase traveler satisfaction, reduce costs, and drive more in-policy bookings through a single corporate-approved booking tool.

This guide highlights five ways that personalization can transform your travel program, including examples enabled by Spotnana's advanced integration with American Airlines.

American Airlines 

Tip 1

Modern retailing with elevated offers

Travel retailing has been limited for decades by legacy technology that dictates the variety of fare types and bundles offered to travelers.

In 2012, the International Air Travel Association (IATA) introduced New Distribution Capability (NDC) as a new standard for the travel industry to transmit data, enable airlines to offer a wider variety of fares and amenities when booking, and provide travelers access to a diverse suite of products and services that are exclusively available through NDC and direct channels.

Spotnana has modernized the infrastructure of the travel industry and built open cloud-based technology that connects seamlessly with airlines using NDC to provide a personalized travel shopping experience.

Travelers booking through Spotnana's online booking tool receive additional flexibility and enhanced offerings, can purchase ancillary products in advance, modify or cancel trips on a self-service basis, and receive relevant shopping results tailored to their loyalty membership benefits. As a result, travelers are encouraged to book their travel in one place, giving you greater ability to control costs through policies and approvals.



Travelers using Spotnana can access American's diverse suite of NDC-enabled products and services including elevated offers such as Main Plus and Flagship® Business Plus™.

The screenshot displays a flight booking interface for a route from Dallas/Fort Worth International Airport (DFW) to Los Angeles International Airport (LAX) on American Airlines. The flight is scheduled for 12:00 PM, lasting 03h 09m, and is non-stop. The price is shown as 'From \$183'. Below the flight details, there are three fare options: Basic Economy (Economy (B)), Main Cabin (Economy (G)), and Main Plus (Economy (G)). The Main Plus option is highlighted on a smartphone screen in the foreground, showing a price of \$256. The Main Cabin option is priced at \$213. The Basic Economy option is not visible. The Main Plus option includes features such as 414 kg CO₂ (199 gm/passenger km), Standard seat, Choose your seat, Change allowed for free, Non-refundable, 1 checked bag, 50 lbs, and 1 carry-on bag. The Main Cabin option includes similar features but with 'No data available' for the checked bag and carry-on bag. The Basic Economy option is not visible. The interface also shows a 'View all photos' button and a list of amenities including 76 cm seat pitch, Netflix streaming capable (fee), Power & USB outlets, Streaming on-demand & live TV, Alcohol (fee) & beverages provided, Airbus A321, and 3-3 seat layout.

Fare Type	Price	Key Features
Basic Economy (Economy (B))	-	-
Main Cabin (Economy (G))	\$213	414 kg CO ₂ (199 gm/passenger km), Standard seat, Choose your seat, Change allowed for free, Non-refundable, No data available for checked bag and carry-on bag, 1 carry-on bag
Main Plus (Economy (G))	\$256	414 kg CO ₂ (199 gm/passenger km), Standard seat, Choose your seat, Change allowed for free, Non-refundable, 1 checked bag, 50 lbs, 1 carry-on bag

Tip 2

Traveler loyalty benefits

Travel loyalty programs are a key pillar of the relationship between travelers and suppliers. Travelers expect to be rewarded with points and benefits for making a commitment to their preferred airlines, while airlines look to forge deeper relationships with their customers.

However, travelers booking through a corporate travel platform often aren't able to receive loyalty benefits that are available when booking directly with the airline. This disconnect creates a poor experience for travelers that can result in program leakage.

With NDC connections and innovative back-end technology, Spotnana provides a seamless way for travelers to share their loyalty information with suppliers and a direct channel for suppliers to offer new packages and experiences for travelers.



U.S. residents can join American's AAdvantage® loyalty program seamlessly with one-click enrollment at the time of booking.

The screenshot shows a modal window titled "Join the American Airlines AAdvantage® program" with a close button (X) in the top right corner. The form prompts the user to "Please enter the email address to associate to your American Airlines AAdvantage® account." and includes an "Email *" field with the value "jon@acmetravel.io". Below this is a "Mailing address" section with a "Home" dropdown menu. It contains four input fields: "Address Line 1 *" with the value "1 Poultry", "Address Line 2", "City *" with the value "London", and "State, Province, Region *" with the value "London". There are also two dropdown menus: "Country *" with the value "United Kingdom" (accompanied by a UK flag icon) and "Postal/Zip Code *" with the value "EC2R 8JR". At the bottom, there is a checkbox labeled "Join the American Airlines AAdvantage® program for free and start earning miles with this trip". Below the checkbox, a paragraph states: "By ticking this box, you agree that you've read and agree to the [AAdvantage® program terms and conditions](#). American Airline will use your name, date of birth, and contact info to create your account, and to contact you in accordance with their [privacy policy](#)." A red "Join" button is located at the bottom right of the form.

Tip 3

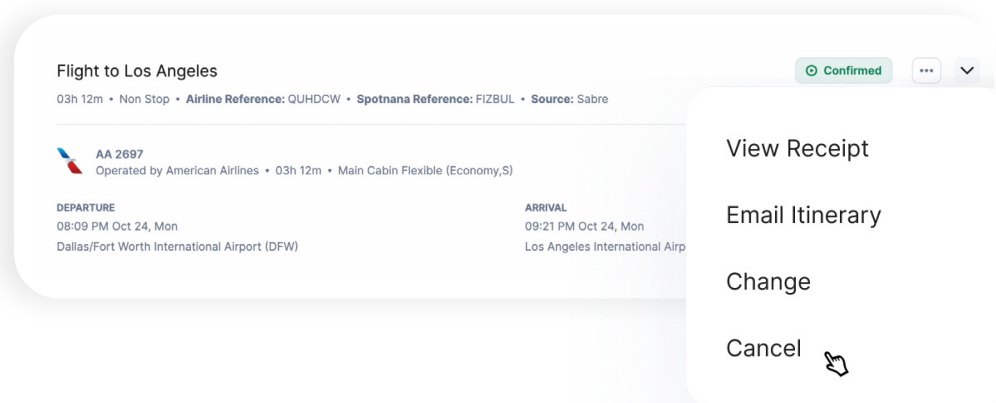
Unbiased content and self-service modifications

For decades, travel management companies (TMCs) have limited the options travelers can find and book to meet commercial commitments to suppliers.

Many corporate booking tools, as a result, are missing travel inventory and designed to hide out-of-policy options including Basic Economy fares. When a search result can't be booked, the proper context around why is also often not provided. This logic often leads travelers to booking trips directly with their preferred travel brand or through an Online Travel Agency (OTA) which is often more costly for the company.

Spotnana takes a different approach. We never bias or hide content. Spotnana strives to create a more tailored experience by leveraging data and technology to present more relevant and enhanced offers, eliminating any desire to book trips elsewhere.

In addition, we provide travelers with the flexibility to modify or cancel their flights through a self-service digital experience, significantly reducing the need to contact an agent for assistance.



Spotnana's integration with American enables self-service flight modifications and cancellations.

Tip 4

Enhanced offerings with negotiated rates

With Spotnana, your corporate negotiated rates are clearly marked with their relative cost savings, so the hard work of travel managers is easy to see. Search results will prioritize your negotiated rates inside a personalized experience for travelers, promoting the best and cheapest options.

Coupled with Spotnana's dynamic policy engine, you can bring your travelers the best possible experience at prices that can't be found anywhere else.

The performance of your negotiated fares is tracked by Spotnana's suite of global analytics tools, allowing you to view the real-time and past performance of your travel program. You can see your program's adoption of fares for specific routes and see your travelers' spending on specific suppliers.



Spotnana's connection with American supports the display of corporate negotiated fares to enable business travelers to make informed decisions.

The screenshot displays a flight booking interface for American Airlines. At the top, it shows the flight details: 10:00 AM departure from LAX (Los Angeles International Airport) to DFW (Dallas/Fort Worth International Airport) via a non-stop route, lasting 03h 02m. The price is listed as \$193. Below this, there are two main cabin options: Main Cabin Economy (G) and Main Plus Economy (G). The Main Cabin option is priced at \$219 (with a crossed-out \$223) and includes features like 79 cm seat pitch, basic web browsing (fee), power & USB outlets, seatback on-demand video, alcohol (fee) & beverages provided, Boeing 787-9, and a 3-3-3 seat layout. The Main Plus option is priced at \$268 (with a crossed-out \$273) and includes features like 379 kg CO2, standard seat, any seat in Main Cabin for free, change allowed for free, non-refundable, 1 checked bag (50 lbs), and 1 carry-on bag. Both options have a 'Select' button. The interface also includes a 'View all photos' button and a 'Details' link.

Tip 5

Personalized global service

Traditional corporate travel technology creates geographic data silos that make personalization all but impossible.

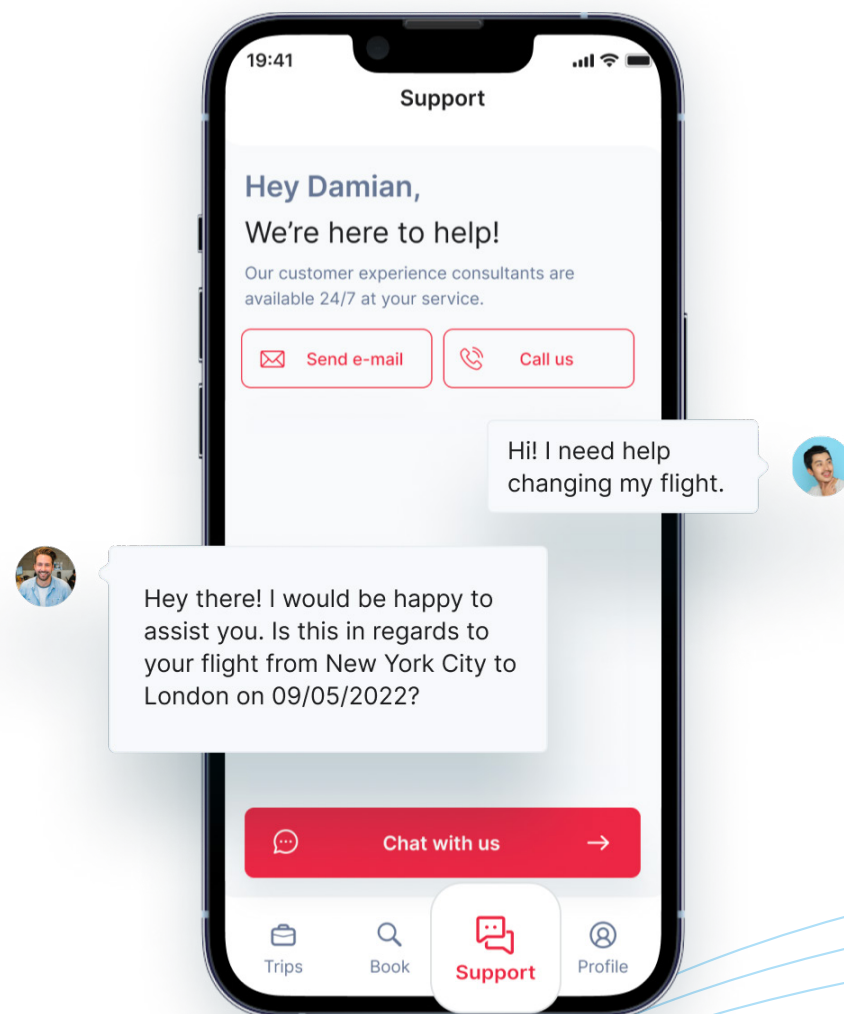
Spotnana's global cloud-based platform provides a single unified environment for travelers, travel agents, and travel managers. Corporate travelers booking through Spotnana gain access to travel agents at our TMC who are able to access relevant traveler information to provide business travelers with instant and more personalized service.

For example, if a traveler needs assistance or wants to make a last-minute change, our travel agents can see the same information a traveler sees, including search results that include the same preferred suppliers, negotiated rates, loyalty entitlements, travel policies, and more.

This eliminates confusion and errors that can occur when agents lack the necessary information to book trips and enables personalized guidance during the booking process.



Spotnana's agents use our advanced integration with American to deliver more seamless, personalized service to travelers around the world.



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It's time to switch to a travel management platform that puts travelers first.

Spotnana powers unparalleled global travel experiences. We are modernizing the infrastructure of the travel industry to bring freedom, simplicity, and trust to travelers everywhere.

Our Travel-as-a-Service Platform makes travel simpler and more affordable for corporations, while enabling our ecosystem of agency, supplier, and technology provider partners to increase operational efficiency, unlock new revenue sources, and accelerate innovation.

To find out more about how Spotnana can help revolutionize your business travel program, visit our website, or sign up for a demo by clicking below.

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