



Optional Services

Empowering Ancillary Retailing



Increase your profitability and enhance your passengers' satisfaction by delivering accurate and consistent ancillary service fees throughout the global marketplace

Thanks to ATPCO's Optional Services, you can promote your à la carte offerings or full service fares in all sales channels and gain new sources of revenue. The industry standard solution for the collection and distribution of ancillary service fees, Optional Services not only ensures consistent and accurate collection of ancillary revenues, but also offers carriers the flexibility to fully customize and differentiate their supplementary services, such as in-flight meals and early boarding.

Optional Services supports both product and customer segmentation, so you can present your passengers with à la carte choices that tailor the travel experience to their needs, whether they are flying for business or personal reasons. If you are a full-service carrier, you can also use Optional Services to differentiate your offerings in the marketplace by clearly communicating which value-added options are already included in your fares.



Flexibility

- Differentiate your airline's full service or à la carte offerings in the marketplace
- Meet the demands of both your corporate and leisure travelers
- Accommodates unbundling and bundling of ancillary services
- Add new types of services with little advance notice

Brand loyalty

- Enhance your passengers' overall travel experience by offering value-added services in all sales channels
- Reward your premium customers, such as corporate travelers and frequent fliers, with personalized ancillary services
- Offer travelers further transparency and clarity in the total ticket price

Maximum revenue potential

- Sell your ancillary services in conjunction with passenger tickets or as separate transactions through all sales channels
- Reduce errors and improve cost recovery by delivering accurate and consistent ancillary services data to global distribution systems and other pricing engines
- Publish new and updated ancillary services in the marketplace multiple times per day

Find out how you can use Optional Services to provide optimized solutions for customized travel by e-mailing us today at [**optionalservices@atpco.net**](mailto:optionalservices@atpco.net).

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