

THREE REAL-LIFE WAYS MARKETVIEW HELPS AIRLINES STAY COMPETITIVE



01

Quickly analyze market changes with Summary and Detail view in Change Monitoring

CHALLENGE

The current volatile market, with its lower demand and significant reduction in seat capacity, means airlines had to apply drastic changes to their pricing strategy. As a result, the amount of fare changes occurring each day is reaching record highs. To stay competitive, pricing analysts need a quick view of what changed in their important markets.

SOLUTION

With MarketView, your analysts can see a summary count of detailed pricing changes for your market and your competitors. Then, you can easily navigate all the changes in Fares (with YQ/YR and total price), Footnotes (with affected fares), Rules, and Carrier-Imposed Fees so you can analyze and react quickly.



OUTCOME: TIMELY VIEW OF ALL MARKET CHANGES

See the full picture of how each market reacts to this massive capacity change.

02

React faster with Change Detection email alerts

CHALLENGE

Our industry's recovery is predicted to be slow and bookings may not be back to normal for a long time, and this instability adds an extra challenge for monitoring the lowest fares in the market. When the lowest fares in your most profitable routes change, your pricing analysts need to know about it as soon as it hits the market so they can react quickly.

SOLUTION

With MarketView, an email notifies your pricing analysts of pricing changes in their target markets. They can then quickly access the changed fare information, sort the data, analyze your strategy, and act.

OUTCOME: FASTER TIME TO MARKET

React to market changes as they happen



03

Compare by total price or by individual element of the fare

CHALLENGE

A competitor's total price appears to have changed, but you don't know which element of the fare is different. It is time-consuming to separately look up the base fare, surcharge, associated rules, footnotes, fees, and taxes, then combine them to analyze the total price over a wide range of travel dates and travel destinations.

SOLUTION

With MarketView, your pricing analysts can pull a report with one click to analyze the total price, including the base fare, surcharges, carrier-imposed fees, and taxes for all public adult fares, including rule attributes. They can view this information in grid or graph mode for up to 180 days of travel for a specified carrier, with or without supplying travel dates.



OUTCOME: FASTER TIME TO MARKET

React to market changes as they happen

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The biggest benefit of the tool is it allows them [pricing analysts] to get email alerts when there is a change on a monitoring set that they have done. It saves them a lot of time. They don't have to go looking for those changes. It allows them to see what competition has done and it will help them to analyze the changes and decide whether we will match, or what we are going do with that information

— Robyn Brown
Senior Pricing Systems Analyst, Air New Zealand

MAKE BETTER PRICING DECISIONS. READY TO GET STARTED? CONTACT US TODAY.

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