

Qatar Airways – E-commerce Sales & Marketing

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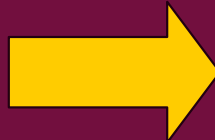


About Qatar Airways

- Based in Doha, Qatar
- 69 destinations (2006 expansion to HKG and US)
- 44 aircraft to expand to 110 by 2015
- 5-star quality rating by Skytrax
- A380 launch customer
- New airport construction ongoing (50m capacity)



E-commerce Retailing

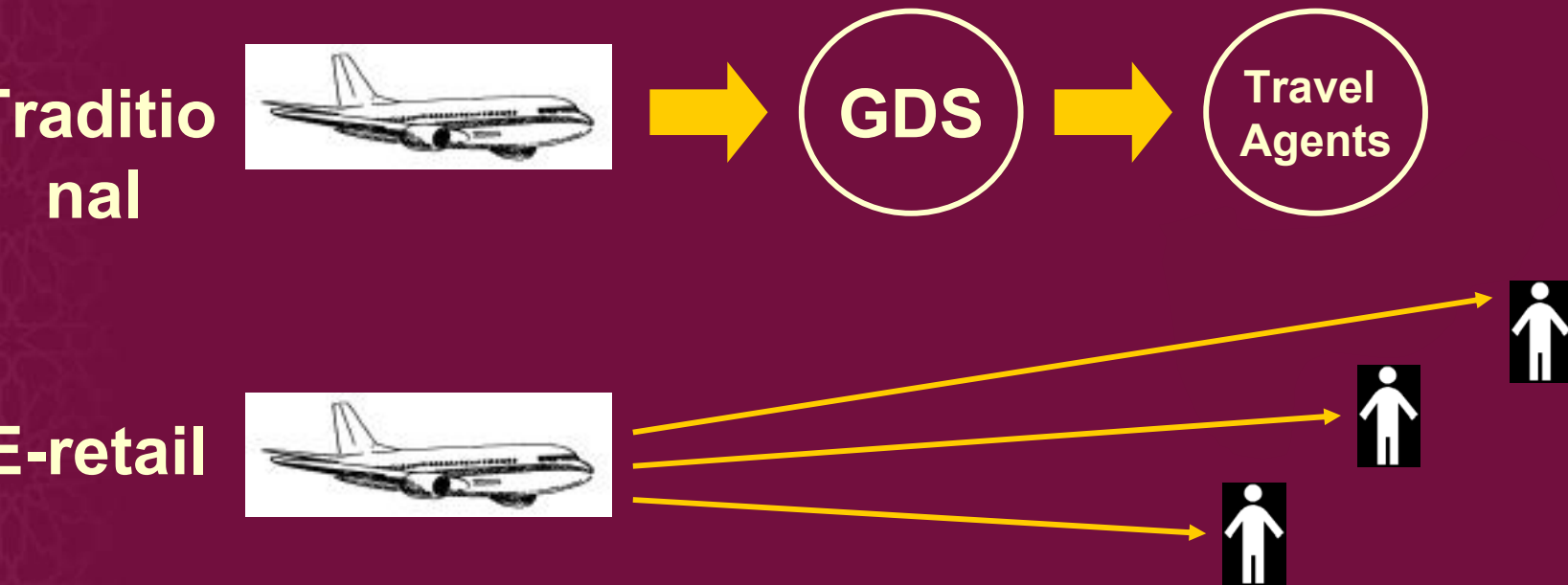


Attract

Convert

Retain

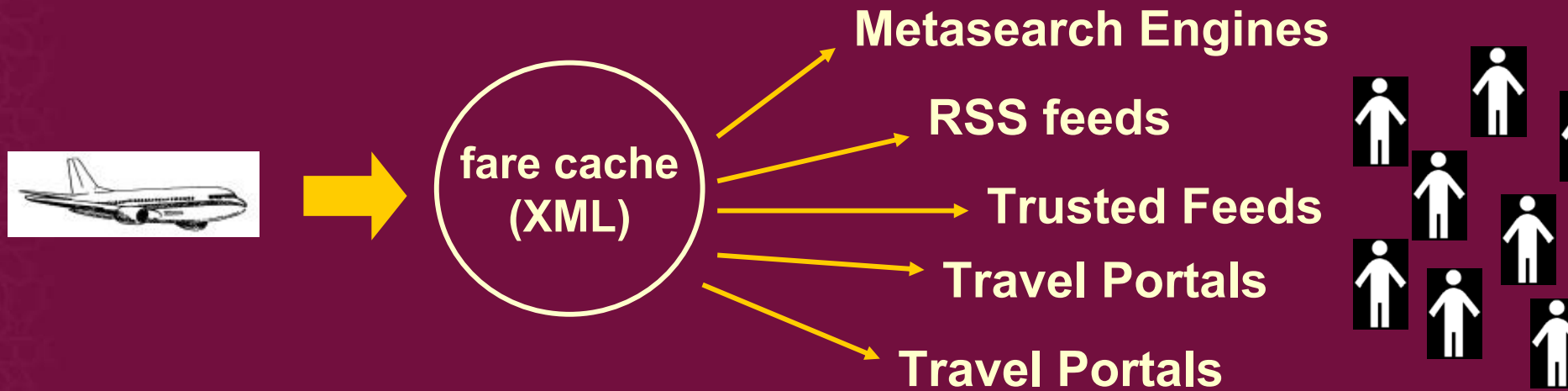
Attract / Scenario



- Total cost of communication to be borne by airline
- Increased host transactions and polling cost



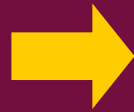
Attract / Technology Solution



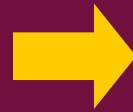
- Implementation of fare cache
⇒ reduce host transactions/cost
- XML based
⇒ one data feed to be re-usable for all marketing partners
- Accuracy of information in suppliers' control



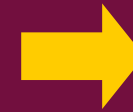
Convert



Home



Search
Result



Confirmation

cost-per-visit

conversion 1

conversion 2

Scenario: 20% improvement along the conversion path

visits	cpv	C1	C2	bookings	cpt	cost benefit
100	\$ 0.2	50%	4%	2	\$ 10	
100	\$ 0.16	50%	4%	2	\$ 8	20% lower cpt
100	\$ 0.2	60%	4.8%	2.8	\$ 7.1	29% lower cpt
100	\$ 0.16	60%	4.8%	2.8	\$ 5.7	43% lower cpt



Convert / Solutions

1. Utilise technology on other B2C websites
 - destination guide content, seatmap comparison, etc.
 - performance based pricing (cpc, cpt, mixed models)
 - keyword bid management tool

2. Calendar based faring engine

Choose the lowest return price for your travel dates

	Show	Qmile	Fares	Class	Check all flight on date		
	Departure						
Return	Mon, 13 Jun	Tue, 14 Jun	Wed, 15 Jun	Th, 16 Jun	Fri, 17 Jun	Sat, 18 Jun	Sun, 19 Jun
Wed, 22 Jun	<input type="radio"/> 15,000	<input type="radio"/> 45,000	<input type="radio"/> 15,000	<input type="radio"/> 15,000	<input type="radio"/> 45,000	<input type="radio"/> 45,000	<input type="radio"/> 15,000
Th, 23 Jun	<input type="radio"/> 20,000	<input checked="" type="radio"/> 45,000	<input type="radio"/> 25,000	<input type="radio"/> 20,000	<input type="radio"/> 20,000	<input type="radio"/> 45,000	<input type="radio"/> 15,000
Fri, 24 Jun	<input type="radio"/> 20,000	<input type="radio"/> 45,000	<input type="radio"/> 25,000	<input type="radio"/> 45,000	<input type="radio"/> 45,000	<input type="radio"/> 45,000	<input type="radio"/> 15,000

3. End-to-end ROI analysis

- facilitate information flow between advertising- and sales



Customer Retention

- Loyalty to a sales channel beyond price!
- Direct marketing
 - timing of the offer
 - suitability of the product
 - ⇒ RELEVANCE!
- Enterprise E-CRM solutions vs. small, easy to implement direct marketing campaigns



Summary

- Technology is not unique to a single airline
- “Smart” usage of technology
- Basic rules of retailing apply online as they do offline
- Simple quick-to-implement solutions vs. Enterprise Systems





**THANK
YOU**

