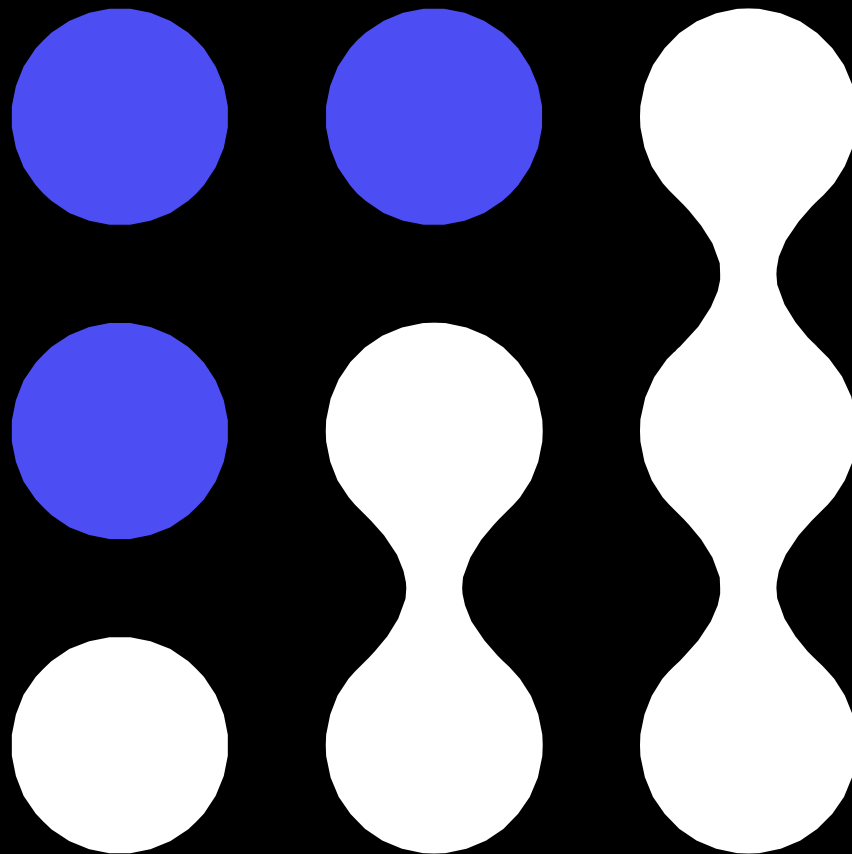FLYR

# Transitioning to Offer & Order

Simplifying change management through the power of AI

November 2, 2023

# Clayton Grant

## GENERAL MANAGER, ASIA PACIFIC REGION

With over 20 years of leadership and experience in travel and technology roles, Clayton has a wealth of knowledge and expertise in the industry and particularly the Asia Pacific region.

Having worked and led airline revenue management and commercial teams and with time also spent at large multinational travel technology organisations, Clayton has a strong background in the technology behind airline commercial and revenue management functions.

FLYR

FLYR uses the latest advancements in Artificial Intelligence to deliver scalable, platform-based solutions that are purpose-built for travel and transportation companies to **elevate commercial-wide performance**, enhance digital interactions, and sharpen the competitive edge.

FLYR

# Today's traveler is **more demanding** than ever before

Customers want **personalized**, flexible offers without a lot of searching.

Business versus pleasure is outdated. Accurate customer segmentation is more important than ever to providing the **right offers to the right customers** in the right channels.
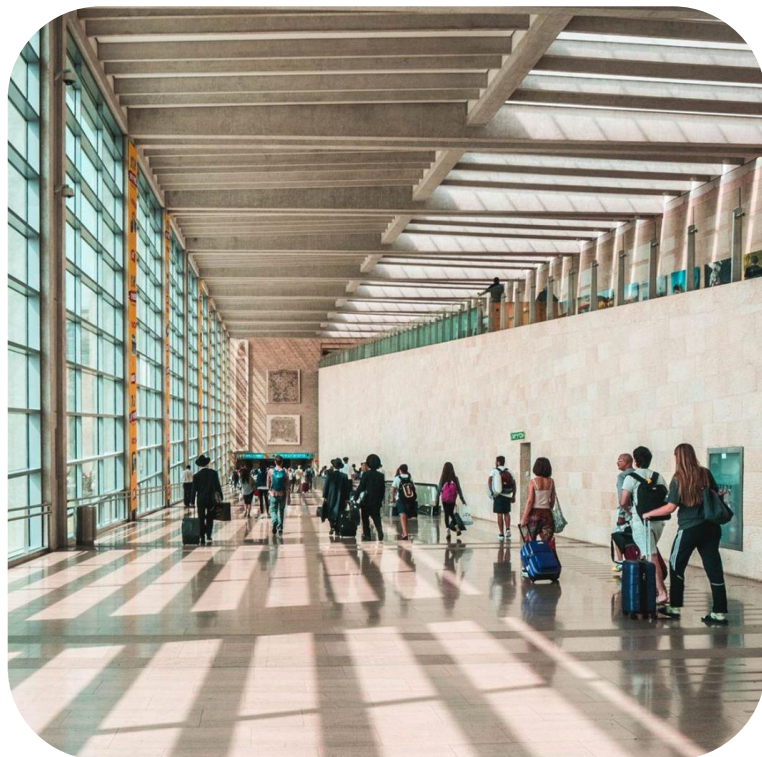
Historical data isn't enough. Segmentation must factor in more info to match customer needs.

# Dynamic offer flexibility and customer centricity

Increases total customer revenue while reducing customer acquisition costs and speeding time to market.

FLYR

# AI makes it easy to evolve from legacy

NDC+ distribution, legacy proxy, partner compatibility, and smarter customer segmentation ease the transition to Offer & Order to eliminate the big bang and ensure company buy-in.

With the help of technological advancements being perfected today, airline retailing could be worth $40 billion by 2030.

McKinsey & Company, 2022

FLYR

FLYR is taking a partner-first approach to helping airlines transition to offer and order using **deep learning technology**, an advanced form of Artificial Intelligence (AI).

FLYR's offer & order solution uses deep learning AI to provide a comprehensive understanding of customer data, better insights into travelers' purchasing behaviors across channels enables airlines to automate the creation of intelligent offers, improving conversion rates and boosting efficiency.

# Modern retailing,
# legacy connections

Rich-content NDC+ API, translation to legacy partners—airlines, agents, GDS, and distributors—and third-party, multi-modal supplier connections create smooth, clear communication across the order lifecycle.

FLYR

# Thank you

## Clayton Grant

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