



YOUR FLIGHTEXPERTS

HitchHiker 2010

Newsletter no. 02/10

Dear Readers,

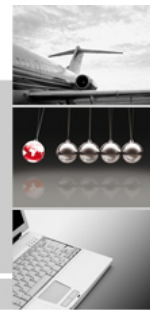
easy-to-understand entry masks, only 3 booking steps and clearly structured user guidance are just some of the highlights of **TeMyra.Consumer** – the new end-consumer Web developed by HitchHiker. Due to the special focus on usability, the new B2C tool is the best prerequisite for a high conversion rate.

In the following newsletter we intend to provide you with an overview of the unique features of TeMyra.Consumer. Additionally, you find a product video at the following link http://www.youtube.com/watch?v=3LS_g6ifOEc. You are also welcome to test our application at <http://consumer.temyra.net/demo>.

For further details and enquiries please contact our sales department at sales@hitchhiker.com. We will be happy to provide you with a personalised offer.

Kind regards,

Sascha Nau
Director Marketing
HitchHiker GmbH



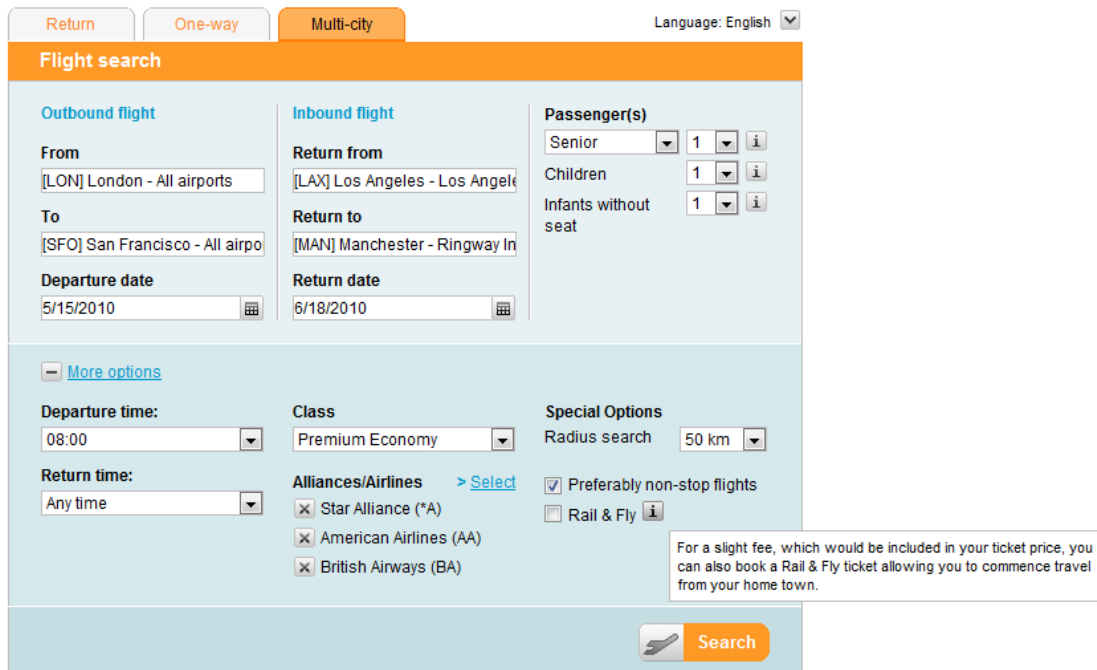
TeMyra.Consumer

The Usability Champion

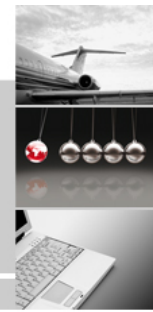
Did you feel the same frustration mounting the last time you shopped or made bookings online? Countless pop-up windows and new tabs referring you to other websites or the information receive is so useless that you cancel the transaction before reaching the final booking step. In fact, complicated entry masks, a lack of information and too many pop-up windows are some of the main reasons why you lose potential customers during the booking process. Based on these facts, the new HitchHiker TeMyra.Consumer is the result of extensive studies conducted by an external research institute concerning usability. The analyses have shown that by offering user-friendly applications, easy user-guidance and clearly structured entry masks, considerably higher conversion rates can be attained.

Higher booking volumes through transparent information

During the entire booking process ergonomic and haptic designs are applied to the usability factor making sure that there are no obstacles whatsoever which might make the customer want to abandon the booking process entirely. Higher booking volumes can be reached through transparent information and easy structures. The following screen shot shows the query page of TeMyra.Consumer including enhanced search functions.



The screenshot displays the TeMyra.Consumer flight search interface. At the top, there are three tabs: 'Return', 'One-way', and 'Multi-city', with 'Multi-city' currently selected. To the right, the language is set to 'English'. Below the tabs is a 'Flight search' header. The main search area is divided into three columns. The first column, 'Outbound flight', includes fields for 'From' (set to '[LON] London - All airports'), 'To' (set to '[SFO] San Francisco - All airports'), and 'Departure date' (set to '5/15/2010'). The second column, 'Inbound flight', includes fields for 'Return from' (set to '[LAX] Los Angeles - Los Angeles'), 'Return to' (set to '[MAN] Manchester - Ringway International'), and 'Return date' (set to '6/18/2010'). The third column, 'Passenger(s)', includes dropdowns for 'Senior' (set to 1), 'Children' (set to 1), and 'Infants without seat' (set to 1). Below these columns is a 'More options' section. It includes 'Departure time' (set to '08:00'), 'Return time' (set to 'Any time'), 'Class' (set to 'Premium Economy'), 'Alliances/Airlines' (with checkboxes for 'Star Alliance (*A)', 'American Airlines (AA)', and 'British Airways (BA)'), 'Special Options' (with checkboxes for 'Radius search' (set to '50 km'), 'Preferably non-stop flights', and 'Rail & Fly'), and a 'Search' button. A small tooltip box on the right side of the 'More options' section states: 'For a slight fee, which would be included in your ticket price, you can also book a Rail & Fly ticket allowing you to commence travel from your home town.'



Completely integrated process

Naturally, TeMyra.Consumer can be integrated seamlessly into the HitchHiker tariff management process. When you combine the TeMyra.Consumer application and TeMyra.Agent, all bookings are handled by the same booking manager and can be amended just like you're used to from TeMyra.Agent. Bookings which have been made with TeMyra.Consumer can be transferred directly to the visualFares Ticketing Automation or they can be edited beforehand with the booking tools that are integrated in the booking manager. With tools like the Ticketorder-Wizard you are able to customize your ticket order according to your requirements (e.g. PNR-Remarks). Hence, a maximum of automated bookings is guaranteed, no matter if the booking was transferred online directly by the customer or by phone order over your call center. Tools which aid in the setting of PNR-Remarks, SSR's and OSI's as well as the possibility to cancel or re-price PNRs or to set or change FOPs or FOIDs complete the booking manager's toolset. The following screen shot shows the clearly structured result page of TeMyra.Consumer.


Overview

Available fares		Note: Fares incl. service fee & taxes	
Airlines	Non-stop flights	One Stop flights	Multi stop flights
		EUR 757.99	
JET AIRWAYS 			EUR 932.83
		EUR 1,337.29	

Detailed View







Fares found: 8 | [Show all fares](#)

Paging: 1




EUR 932.83
☒

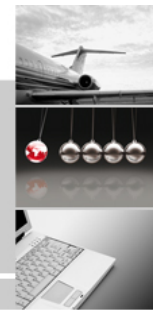
Total price (Passenger(s): 1) Incl. taxes (EUR 281.83)

Outbound flight	Inbound flight
<div> <div> 19:05 h Economy  2 Stops LH4570 </div> <div> 19 Mar 7:05 AM Frankfurt (FRA) 20 Mar 6:40 AM Ahmedabad (AMD) </div> <div>  Flight details </div> </div>	<div> <div> 17:00 h Economy  2 Stops 9W7104 </div> <div> 20 Mar 9:10 PM Ahmedabad (AMD) 21 Mar 9:40 AM Frankfurt (FRA) </div> <div>  Flight details </div> </div>
	<div> <div> 19:15 h Economy  2 Stops 9W7104 </div> <div> 20 Mar 9:10 PM Ahmedabad (AMD) 21 Mar 11:55 AM Frankfurt (FRA) </div> <div>  Flight details </div> </div>

[^ Top](#)


Book





GDS-neutral technology including unique features


One outstanding quality characteristic of TeMyra.Consumer is the fact that it was completely developed by our experienced experts in Frankfurt. Therefore, this new product does not only score through usability but also profits from the entire range of sophisticated HitchHiker technology. Just like all HitchHiker products, TeMyra.Consumer is GDS neutral and incorporates all unique features such as the HitchHiker Multi-Channel Rule Engine (which we presented to you in our first newsletter) and the XtremePricer with HitchHiker Pathfinder Technology. By using this one-of-a-kind technology TeMyra.Consumer provides best results for flight queries and bookings.

Completely embed site into your Corporate Frames

Naturally, all common browser types (Internet Explorer 6 and higher, Firefox 3.5 and higher, Safari, Chrome and Opera) are supported as well. TeMyra.Consumer is one of the few completely embedded products, which do not make use of iFrames and scroll-bars. Hence, an especially seamless integration of the booking engine into your existing corporate frames is possible. Light-boxes instead of pop-up windows provide for easy and intuitive handling. Most importantly, the user is not redirected to a different site or screen but actually stays with the booking.

As illustrated in the screenshot, transparent flight and passenger data including baggage information, student identification number, priority boarding etc. is displayed when making the booking. These simplified masks and displays are especially helpful to increase your conversion rate.

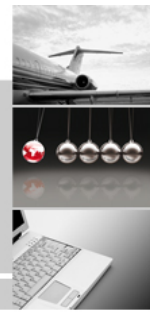
1. Your flight

Flight	
	
Outbound flight	Inbound flight
2 hr 45 min Premium Economy Direct flights 25 Mar 07:55 London, Gatwick Int. Airport (LGW) 25 Mar 21:25 Accra, Kotoka International Airport (ACC)	2 hr 45 min Premium Economy Direct flights 13 Apr 14:25 London, Gatwick Int. Airport (LGW) 14 Apr 00:15 Accra, Kotoka International Airport (ACC)
Flight details	Flight details

[Back to fares / flights](#)

2. Passenger Data

Passengers	
Passenger 1: Student	
Title <input type="text" value="Mr."/>	Baggage (optional) <input type="text" value="0 - Pieces (EUR 0,00)"/>
First name <input type="text"/>	Max. baggage weight per Passenger: 20 kg Max. baggage weight per Piece: 20 kg
Last name <input type="text"/>	Check-in (optional) <input type="text" value="Online (EUR 25,00)"/>
Birth day <input type="text" value="December"/> <input type="text" value="1"/> <input type="text" value="1992"/>	Priority boarding (optional) <input type="text" value="No priority boarding"/>
Youth / Student card <input type="text" value="ISIC"/> <input type="text" value="Card number"/>	<input type="button" value="+ Special services"/>
<input type="checkbox"/> I will apply for a youth / student card after booking.	



TeMyra.Consumer Feature Highlights:

- Fully customizable web frontend that fits perfectly to your site, no matter if you prefer *Content Ad* (horizontal) or *Sky Scraper* (vertical) layout (selectable per user/agent)
- *Multi-language* – the customer can choose from 11 languages and dynamically change the language (supported are: English, German, Spanish, Catalan, Slovenian, Czech, Russian, French, Italian, Turkish, Dutch)
- *Transparent information* throughout the entire search and booking process, including:
 - Decide whether the price is displayed for one passenger or for all passengers
 - View flight details: terminal, cancellation fee, equipment, on-time performance
 - View operating carrier and transfer stops already on query page
 - Search by airlines and/or alliances for frequent flyers
- *All fare sources* are supported (Net, Published, Corporate, Nego, CAT 35, Charter, WebFares) with enhanced features for WebFares:
 - WebFares worldwide (bookings for flights starting abroad)
 - Password handling for airlines, e.g. Easyjet customer password
 - Requesting passenger passport number, if required by the low-cost airline
 - Baggage management, online check-in, priority/speed boarding etc.
- *Multi-GDS* and *Multi-Channel* with Multi-Channel Rule Engine via an easy TeMyra.net administration
- Better quality and higher number of query results by using the *XtremePricer*
- *Print functions* provide the automatic generation of a pdf-document of the final booking
- *Sample calculation* – create your personal calculation template, e.g. per website
- Sophisticated booking and *after-sales management* through e.g.:
 - Individual message box with all passenger information (passenger data to fulfillment center)
 - Newsletter subscription (including privacy policy)
- *Travel Insurances* like Hanse Merkur, ATOL, SAFI (e.g. to protect you from airline or travel agency bankruptcy)
- Various *payment options* such as credit card, debit card, bank transfer and bank debit including disagio management

