



Accountants &  
business advisers

# Take control



INTERROGATE

Getting to know your passengers



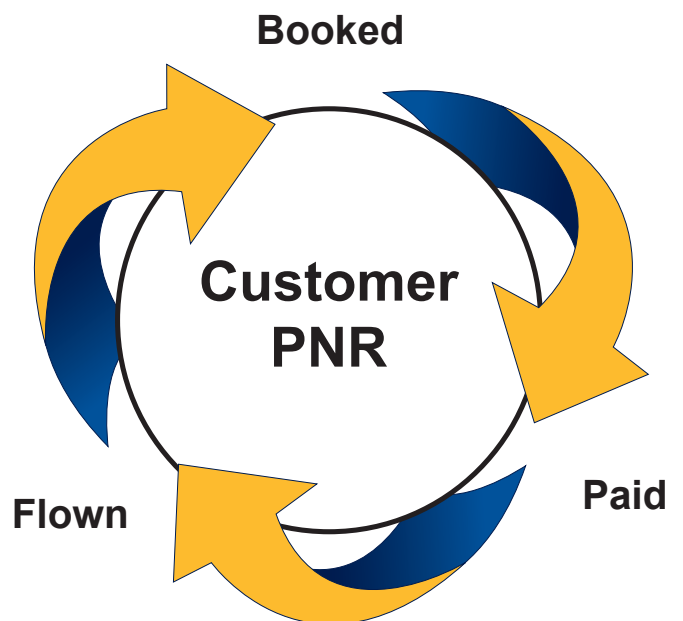
The airline industry is facing unprecedented challenges. Operators have to deal with rising fuel prices against a backdrop of worldwide economic decline and increasing environmental concern. The result is increasing pressure on both costs and revenue.

Operators are responding by streamlining their routes, reducing off-peak capacity and seeking strategic alliances to reduce overheads. But there is another, non-intrusive and cost effective option that can help to alleviate the pressure and improve your organisation’s bottom line.

### Passenger data – a resource going to waste

Passenger data can be one of the most valuable assets for an airline. However, due to the way the industry and operators have evolved, most airlines now find themselves with separate operational databases for information regarding passenger reservations, departure control, accounting etc. With some of these databases owned and managed by third party suppliers, access to data can be slow and at an additional cost.

The startling reality is that few airlines are in full control of their passenger data. This can be a huge area of waste. To gain maximum value from passenger data, an airline needs to be able to track every sale from booking through to payment and final departure.



## What is Interrogate?

Interrogate is a complete passenger data integration solution. A web-based search tool, it integrates all your existing in-house and third party data streams into a single decision support tool. It allows authorised members of staff to access and interrogate all passenger data, from any location around the world, 24/7.

Interrogate is developed by The Flight Register in consultation with PKF (UK) LLP. The tool can be tailored to meet your organisation's systems and reporting requirements. We will ensure the implementation process is managed efficiently, requiring minimal involvement from your own IT department during the initiation and set up stages.

## What can Interrogate do for you?

The ability to interrogate and analyse your passenger data will generate a variety of benefits and cost savings across multiple departments. These include:

- Standardised or customised reports to support strategic decision making.
- Real time analysis of revenue by sales channel, route, time period.
- Improved transparency of payment abuse.
- Value analysis of interline deals.
- Analysis of forward bookings sales initiatives.

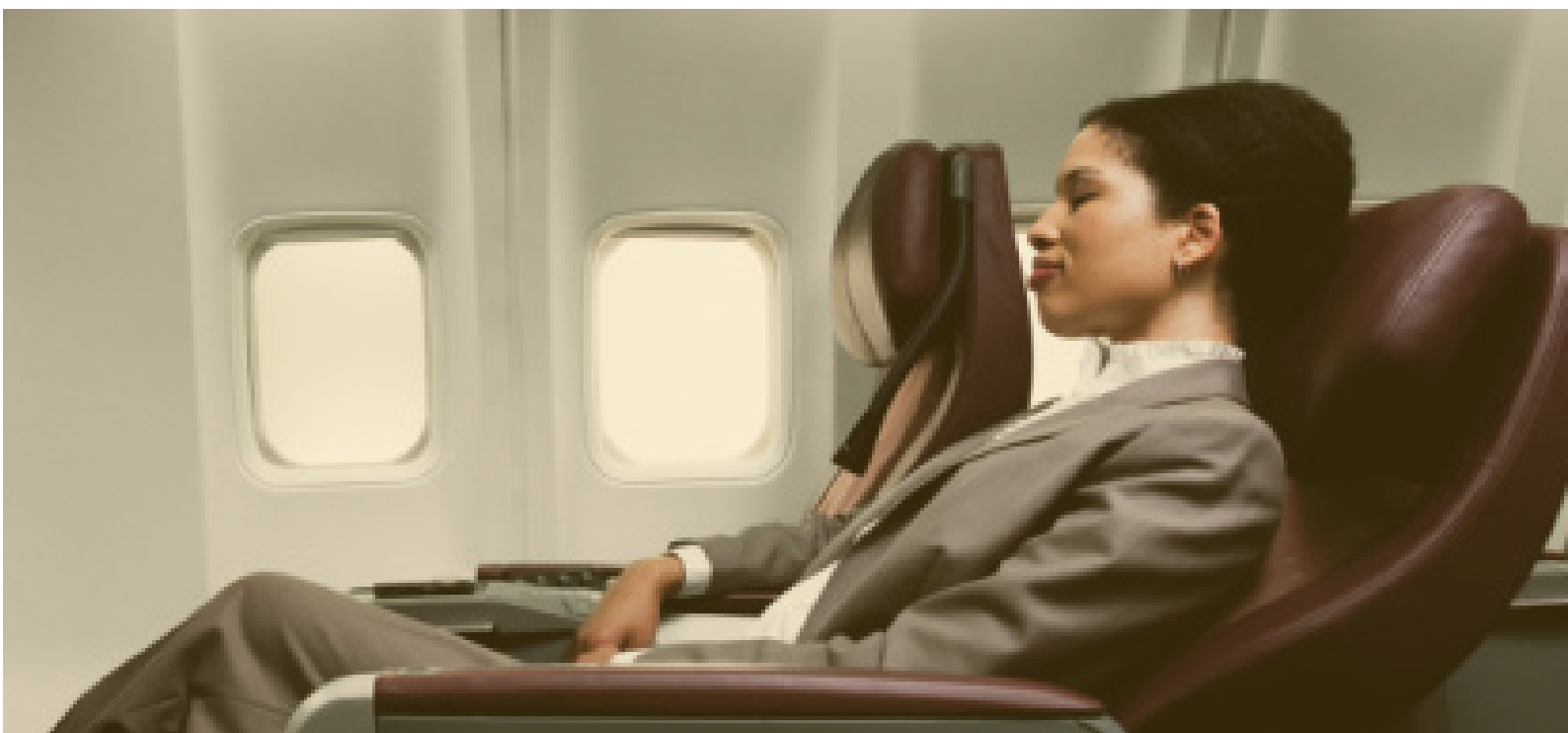
- Improved CRM and Marketing activities.
- Front desk access to problem passenger lists.
- Quick and inexpensive resolution of account disputes.
- More efficient legal and audit processes.
- Compliance with PNR and APIS legislation.
- Reductions in catering waste through real time analysis of load factors.

## Do you need Interrogate?

The effective use of passenger data can bring a host of different benefits while greatly reducing risks. How many of the statements below are true for your business?

- 'We own and control our own data.'
- 'We can access reliable data in a web-friendly format, from any location in the world.'
- 'We can compare results with previous flights and find out which sales channels are performing poorly.'
- 'We can find out, in real time, if our promotions and code share deals are bringing us profitable sales.'
- 'We know the 'Net Passenger Value' of all our customers.'
- 'We can respond to our passengers' needs.'

**If you think your business could be improved in any of the areas listed here, we would be delighted to arrange a meeting to discuss how Interrogate can help you achieve this.**



## About PKF (UK) LLP

PKF (UK) LLP is one of the UK's leading firms of business advisers and management consultants. We specialise in advising senior executives in the private and public sectors, and have considerable experience in the transport industry.

Our origins date back to 1869. Today we have more than 1,600 partners and staff operating from 23 offices around the country. PKF (UK) LLP is the UK member firm of PKF International Limited, a network of legally independent firms with 400 offices in 119 countries.

We pride ourselves on expertise combined with dependability and staying power. We are committed to seeing projects through to a successful completion, and aim to develop long-term working relationships with clients.

## Air transportation

Through our understanding of the sector, we are well-placed to help clients meet the challenges, seize the opportunities and hit their desired heights of profitability and financial returns.

## For a free demonstration of Interrogate, or for more information, please contact:

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