Who is ELAL?

Established in 1948 as Israel's national airline, ELAL is a prestigious international carrier.

Supported by an international network of 77 sales offices, and a fleet of almost forty aircraft, ELAL flights cover the globe. Additional code share agreements with leading carriers such as American Airlines, Iberia, Swiss, Thai Airways, and Czech Airlines allow EL AL to provide customers with a wide selection of ground arrangements for their overseas flights.

Covering every aspect of service, EL AL was recently ranked by IATA as one of the world's three most efficient air carriers.

The ELAL Objective

Determined to increase profitability and become a one-stop-shop, ELAL has elected to offer ancillary services.

By means of their existing call center and worldwide shops infrastructure, ELAL intended to expand their offering through packaging and non-air services. Focused on incoming and outgoing tourism, the airline required a service provider who could support the sale of dynamic and pre-priced packages as well as non-air services, and setup e-commerce websites in multiple locations around the globe.

Following a competitive 10-month tender, ELAL chose Travel Booster as the platform of choice.

The Travel Booster Solution

The Travel Booster team set up the infrastructure so ELAL could access new content and sell dynamic packages, pre-priced packages hotels, cars, attractions, transfers and tours for both inbound and outbound operations.

Taking into consideration ELAL's unique needs, the solution was quickly customized to support Air Engine integration, two hotel interfaces, and a PCI compliant Payment Gateway. The team also provided an ELAL branded user interface.

Multiple websites boasting the ELAL brand were built to support operations in Israel, US, France, UK, Germany, and South Africa: E-Commerce websites with currency and language compatibility for B2C and B2B access and a multi branch call center infrastructure for ELAL's reservation and operation staff.

Once deployed, working procedures and user training were completed in just a few days.

ELAL Bottom Line Results

Benefits	What does it mean for ELAL?
Quick Deployment of a Customized Solution	Within three months, system was modulated to support Air Engine Integration, two Hotel interfaces, Payment Gateway (PCI Compliant), and a branded user interface (UI).
Easy to Train Staff	One day training for operators, internal training hierarchy means ELAL staff can train new operators (Train the Trainer).
Increased Ancillary Profit	Operators are able to offer ancillary services and dynamic packages, resulting in more sales and satisfied flyers.
Powerful Distribution	Multiple Ecommerce sites around the world, each branded to currency, language and content preferences allows powerful distribution of ELAL's offering to numerous B2C & B2B users.
Informed Business Decisions	Business Intelligence solutions help management understand the factors impacting the business so they can monitor progress and make good business decisions.
Software as a Service	A professional team designs and deploys solution to match ELAL's load, security, performance, and scalability requirements. IT staff free to focus on strategic issues related to the growing business.
Accessible 24/7	Operators, Travel Agents and Direct Consumers around the world have access to global content anywhere, anytime.
Scales with you	Plans in place to sell more services and products and increase the number of call center departments and Ecommerce websites around the world.

Proven Business Growth
- 100% monthly growth in hotels and DP bookings within the first 3 months
- 50% monthly growth from the 4th month following implementation to date

Operators are efficient, resulting in more sales and repeat business
- Package offering procedure reduced from 30 minute manual process to fully automated 3-minute process
- Preferred supplier connectors saves time by eliminating the need to upload and maintain manual contracts

Quick training, operators around the world using Travel Booster
- Following one day of training, operators and travel agents around the world are proficiently using Travel Booster
- 300 operators in the main call center located in Tel Aviv
- ELAL's shops around the globe – London, Paris, Frankfurt, New York, Toronto
- Russia, Hong Kong, Spain and Italy expected to launch by the end of 2010

The ancillary products department is consistently able to offer new content and create flexible packages

- Access to 100K+ hotels, attractions, airport transfers and cars worldwide
- Over 50 Dynamic Package destinations
- Two new hotel interfaces built to accommodate ELAL's preferred suppliers
- Integration to ELAL's air engine allows competitive packages offering

Business intelligence tools mean better decisions
- Integrated BI tool provide more information and advanced analysis
- Ability to monitor and control many external and internal factors has positive impact on sales and performance

Tremendous capacity, room for growth
- System was designed from the ground up to support peak times and scalable growth
- System is built to cope with a load of 30K users per hour and match 99.9% service uptime

"They simply fit the bill. Travel Booster includes all the tools needed to support our inbound and outbound operation and opened the door to a tremendous amount of global content. The Travel Booster team assisted us in establishing the department." (David Assouline, Tourism Manager ELAL Group, ELAL)

To learn more about ELAL: www.ELAL.co.il

For more on the Travel Booster: www.travelbooster.com