



Business Challenge

EGYPTAIR aims to turn the site users into customers; not everybody who visits a website will end up making a purchase, but the definition of the website will affect (by supporting or dissuading) making the transaction. A suitable look and feel is crucial for the transmission of the company's values, for convincing customers and catching their attention right from the start and for avoiding high rebound rates.

Solution Description

LINK Development designed and developed a new portal and mobile site platform for Egypt Air used to serve customers, both consumers and businesses through providing services and content online. Through the site, all news and promotions from EGYPTAIR are made available to public in addition to content and a lot of online services. Through the portal and the mobile site EGYPTAIR is able to deliver a number of valuable online services to its customers. Online ticket reservation is available online for all EGYPTAIR trips, both inbound and outbound. Other services such baggage claim, flight status and flight schedule are other online services from EGYPTAIR.

EGYPTAIR now has an effective and widely used channel to market promotional and special offers to a wide range of customers and potential customers.

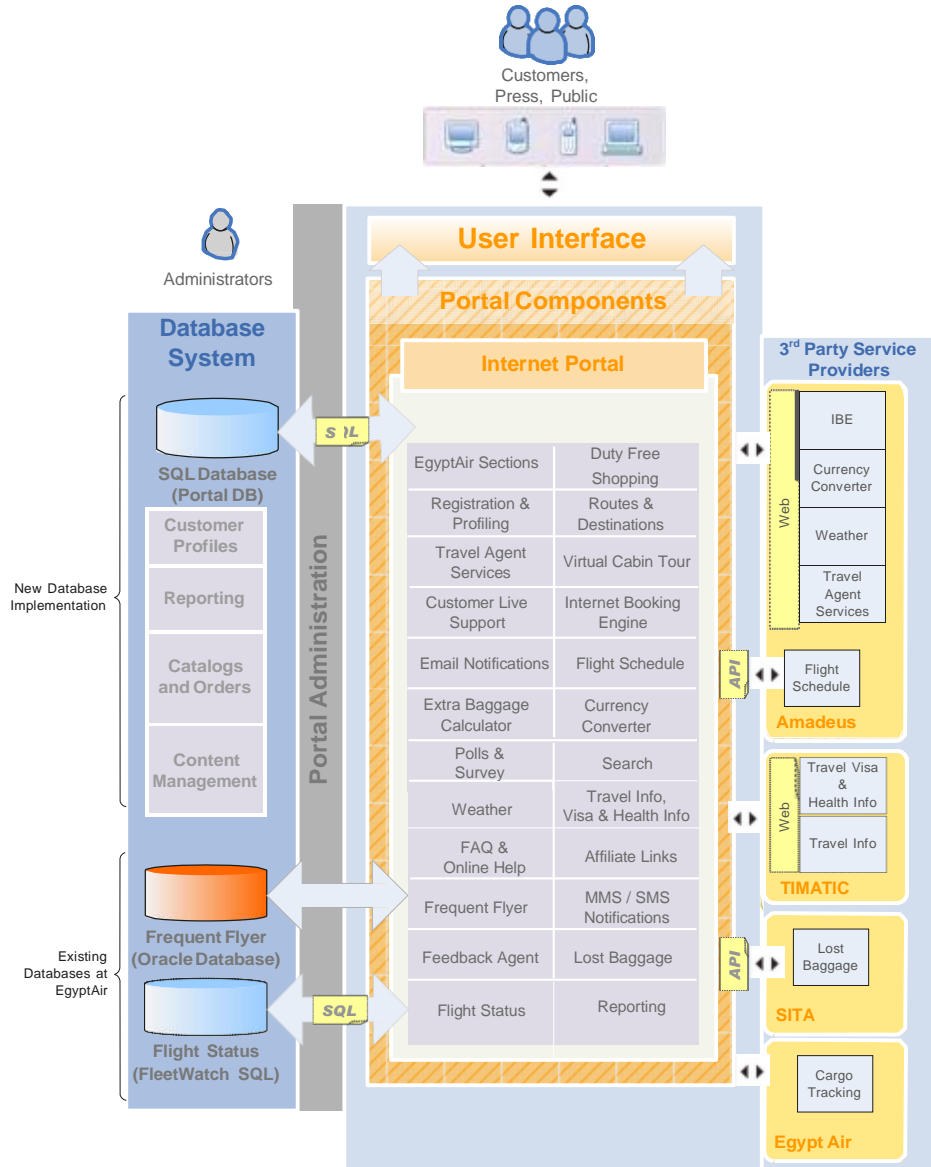
EGYPTAIR mobile portal provides travelers with a variety of captivating features and functionalities to enjoy and use EGYPTAIR services in an easy way. These services include:

- Flight booking service
- Check in
- Modify and manage the booking details (selecting and modifying the seat, meal , traveler details)
- Flight status information
- As well as checking the latest offers, baggage information, time table



and more

The mobile portal offers EGYPTAIR customers cross-platform applications that are efficient and economical and can be used with multiple devices.



Conceptual Architecture

LINK Development solution provides EGYPTAIR with world class internet and Intranet portals that will better position EGYPTAIR as an Egyptian airline with international standards.

The internet portal and the mobile site are a multilingual providing end users with top notch services for planning and managing their trips directly through the airline. These services are available online through the integration with EGYPTAIR's backend systems and the integration with EGYPTAIR's 3rd party service providers.



Benefits

- Increase EGYPTAIR revenue
- Flight Status updates for subscribed users
- Schedule flights online
- Book flights on EGYPTAIR flights directly
- check the details of reserved flights by providing name and ticket number
- Check EGYPTAIR latest news and comparing the company offers
- Have quick access to information
- Make refund or ask for support online

“We are honored to have achieved the world record in mobile booking, which is more than double the global rate of three per cent. This tremendous uptake of mobile booking on EGYPTAIR’s mobile portal reflects the customer-centric experience embedded in every single function featured on it. LINK Development has built a seamless, personalized experience that is consistent and user-friendly, which led to high business conversion rates, more than double that of the industry.”

Salah Kadri, E-Commerce Manager of EGYPTAIR