Transavia's new e-commerce platform takes off with record-breaking online traffic and ancillary sales.

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Summary
Digital transformation with a new e-commerce platform for Dutch low-cost airline Transavia lets customers access services anywhere, any time, boosting online visitors by 25 percent and online check-ins by 200 percent, increasing year-over-year sales by 20 percent.

Overview
Transavia is a Dutch low-cost airline providing competitively priced air transport to more than 90 destinations throughout Europe and countries in the Mediterranean. In its quest to become the best digital airline in Europe, the company wanted to modernize its digital e-commerce channels and offer customers robust mobile features. It chose to collaborate with Accenture and Mirabeau, an online platform developer, to get the job done in an aggressive time frame.

The new technologies implemented are now making customers’ journeys seamless. In addition to a 200 percent increase in online check-ins, Transavia experienced a 25 percent increase in traffic on online channels contributing to a 20 percent increase in year-on-year sales. Becoming more digital is helping Transavia stay in the lead in a highly competitive and fast-changing, low-cost airline European market.

Client profile
Transavia is a Dutch low-cost airline that offers charter flights and scheduled flights to summer and winter holiday destinations around Europe and to the Mediterranean. The company is a market leader in holiday air travel in the Netherlands. Its clients consist of tour operators, as well as final consumers with whom the company communicates through its website. Transavia provides competitively priced air transport to more than 90 destinations throughout Europe and countries in the Mediterranean. The company’s goal is to become the best digital airline in Europe by making its airline services available to its customers anywhere, anytime.

Opportunity
Recognizing the appeal and competitive advantage of making airline services more customer centered, Transavia saw the need to revamp its technologies to undertake a digital transformation. To achieve this ambitious goal, Transavia needed a new technology platform that could quickly adapt to customers’ changing needs and preferences and offer customers mobile capabilities.
“Accenture helped us to design, build and deliver a robust and future-proof architecture for our digital platform.”

Roy Scheerder, Commercial Officer, Transavia

“Accenture has successfully accelerated our digital transformation in a highly competitive market space.”

Roy Scheerder, Commercial Officer, Transavia

**Solution**

Accenture, in collaboration with Mirabeau, an online platform developer, designed, built and delivered a future-ready architecture for the new digital platform. The platform was designed to enable a number of new capabilities for Transavia, such as the ability to implement changes just-in-time as new customer service improvements are identified and the ability to rapidly expand services in very short time to market. Additionally, the platform was developed to enable mobile capabilities, including offering airline customers complete mobile access to booking and check-in services. By designing and implementing an agile workflow, the project team was able to develop new functionality in two-week sprints and realize the delivery of 22 milestones in 18 months, deploying the platform on schedule.

**Results**

Transavia’s new platform is significantly enhancing the company’s digital and mobile capabilities and business agility with millions of customers who seek a fast and easy airline booking and travel experience.

In first few months after launch of the new platform, visitor traffic on Transavia’s digital channels increased by 25 percent, which generated a 20 percent increase in year-on-year sales. Online check-ins increased 200 percent and the company set an all-time record in ancillary sales. The speed with which features can be implemented has significantly improved, making it possible to launch new business models in a matter of two to three months.

As it flies to its next digital destination, Transavia seeks to optimize the platform further and harvest new possibilities.
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