



# REVENUE IMPROVEMENT

Grow your airline's revenue share.

Increase revenue through improvements in pricing, revenue management and sales & distribution effectiveness is reliably one of the best contributors to an airline's bottom line. Seabury Consulting helps its clients to harness world-leading commercial intelligence systems and processes in order to determine and achieve or exceed an airline's fair revenue share. Through well planned and executed commercial improvement efforts airlines can generate revenue growth up to 4x capacity growth.

## OUR SERVICES INCLUDE:

- **PRICING AND RM SUPPORT:** ACHIEVE 1-3% REVENUE IMPROVEMENT USING THE REVENUE FORECASTING EXPERTISE OF SEABURY CONSULTING, THROUGH A PROVEN REVIEW OF >100 ASPECTS ACROSS PEOPLE, PROCESSES AND SYSTEMS IN THE PRICING AND INVENTORY MANAGEMENT FUNCTION.
- **CHANNEL MANAGEMENT AND SALES FORCE EFFECTIVENESS:** CAPTURE HIGHER VALUE BUSINESS BY OPTIMIZING THE MIX OF DISTRIBUTION CHANNELS AND STRENGTHENING THE SALES ORGANIZATION.
- **INTERLINE AND CODE SHARE REVIEW:** IDENTIFY AND REALIZE REVENUE OPPORTUNITIES FROM PARTNERSHIPS WITH OTHER CARRIERS.
- **ANCILLARY REVENUE:** ANALYZE WHAT OTHER MARKET LEADERS DO TODAY AND TAP INTO OPPORTUNITIES RANGING FROM BETTER EXCESS BAGGAGE FEE COLLECTION TO DYNAMIC PACKAGING.
- **LOYALTY:** UNDERSTAND THE POTENTIAL THAT LIES WITHIN YOUR FREQUENT FLYER PROGRAM AND UNLOCK VALUE BY DRIVING PENETRATION AND REVENUE PER MEMBER.
- **CARGO:** BOOST CARGO REVENUE THROUGH IDENTIFICATION OF YIELD AND VOLUME INITIATIVES AT MAJOR STATIONS



Our knowledge of local markets and cultures through assignments with multiple business models and leading clients across the world. With the world's most comprehensive, reliable and up-to-date demand and supply databases, Seabury Consulting is able to provide data on developments and forecasts in air, express and ocean freight demand and capacity on a subscription basis or as part of consulting projects.