

# PORTBILET 2.0

## THE FIRST harvest

Online booking system Portbilet 2.0 was launched one year ago. Authors of the project emphasize that it is a fundamentally new development, in which all operations and processes are centered at user convenience rather than ticket transaction. Vipservice Holding Subagency Business Managing Director, **Irina Solovyeva**, talks about how Portbilet 2.0 was accepted by the market.

What is offered  
to the new booking  
system users

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## As regards companies of classical formation, Lufthansa has integrated into Portbilet.

We are very proud that for now, only we offer a direct stock of the leading European group of companies.

### The main fruit or Long live the transition!

You will be surprised, but the most important result of the first year of operation was the complete transition of all Portbilet 1.0 users to Portbilet 2.0. The task doesn't seem so difficult: switch off one and switch on another. But the transition took 9 months! We did our best to make this process as smooth as possible for everyone concerned.

It is not so easy to accommodate over 45,000 subagents in a "new apartment." Statistics tells us that only 20% of people like trying everything new in various spheres of life. The rest 80% meet changes with an effort and without any pleasure, suffering serious stress. This is especially applicable to our system, which is used by our partners daily, for more than 6 hours a day, as the main working tool. We couldn't imagine who were innovators and who were conservatives among 45,000 of our users, so we decided to reduce stress for everyone and developed a 9-month program.

What did we do? We split the transition process into 6 flights. First of all, we prepared for the transition those users who carry out less than 10 transactions a month. They were our pilot group. As a result of this transition, we received the first important feedback and organized daily collection of customer complaints. Every complaint was registered, classified as relating to the blocks of adjustments, changes, settings. In this manner with each flight, we went removing roughnesses which are inevitable when a system is used by a great number of customers. Maximum volumes subagents were the last to transfer, when the list of "tweaks" had become very short.

### Portbilet 2.0 today:

Over 12 000 legal entities

Over 46 000 users

1 500 000 air tickets have been sold since the beginning of 2017

We always listen to our customers and very follow their wishes. For example, based on the user feedback, we changed the colors of the interface, added a so-called "discolored" option. Now the color option for those who want it to be more cheerful peacefully coexists with super ascetic and modest white-gray-blue.

A lot of effort was put into user training. This helped to smooth the first impulse to reject the new, changing the mood from "I will never use this" to "Oh, cool, very convenient". It took a lot of patience and wisdom, but all tenants have settled in the "new apartments", got used to the locations of "switches" and agreed that they indeed moved to a "smarter house". Hooray!

### Fruits and vegetables to every table, or New aviation-related products

Transition is ongoing, but the content update is to be done according to the schedule. In 2017, we continue to expand the range of offers for our subagents in several areas at once: we have connected new service providers, improved interface and booking opportunities within the system, increased geographical presence and support of the system in other countries.

Portbilet 2.0 technology allows connecting new providers to the system in significantly less time. Direct integration is a very important argument in the struggle-for-users, including price-wise. I am sure that thoughtful, commercially-oriented ticket sellers have already understood the benefit of our direct stocks offer. Today, price benefits are offered to the users of Portbilet who book Ural Airlines, Azimut, Pobeda, Red Wings, Alrosa, Angara tickets, as well as tickets from national carriers of CIS countries: Azerbaijan, Kyrgyzstan, Uzbekistan.

We didn't sidestep such an exotic topic as international low-cost carriers and connected over 50 foreign companies of this segment, previously not present on the Russian market, to the system. Now, subagents will be able to book tickets from Australian Jetstar Airways, Romanian Blue Air, Japanese Jetstar Japan, Singapore Scoot using Portbilet system.

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### Foreign fruits: European railways

The Italian company Trenitalia became a new partner of Portbilet in railway transportation. Its extensive route network comprises around 200 cities in Italy and allows you to quickly and conveniently get to any large French or Swiss city. Long-distance trains, regional trains, similar to Russian suburban trains, and night trains are available for booking.

I want to mention particularly the Frecciarossa high-speed trains of Trenitalia; they can travel with a speed of up to 360 km/h and take passengers, for example, from Rome to Milan in just 3 hours. Such an offer will be relevant for, first of all, travel agencies developing complex routes upon traveler request. And additional advantage for our subagents of ordering railway tickets for travels across Europe using Portbilet 2.0 systems is a free cancellation of tickets if the selected tariff provides the ticket refund option.

### We choose the best

Hotel content of Portbilet 2.0 includes a wide range of Russian hotels. Almost all hotels in large and medium size cities are present in the system, and 65% of accommodation facilities are covered in cities with population less than 100 thousand people.

And, naturally, we strive to provide subagents with the best choice of hotels abroad; our current partners are Gulliver Travel Associates (GTA) and HotelBook.

One of the most popular and interesting providers of services for our customers is Booking.com. In the near future, the content of this aggregator will appear in the search results of Portbilet 2.0; full integration of API is almost completed.

### Entering the CIS markets and more

This year, Vipservice expanded several of its projects, including Portbilet 2.0, into the CIS markets. Through local partners, the system is available and actively used in Armenia and Kazakhstan.

I want to mention that the English interface of Portbilet 2.0 is already working in beta version, and it will be of interest for users from various countries. And a new direction of our development will be to attract subagents from abroad.

### As a conclusion

Harvest is always a joy. We are open to share this joy with everyone. Join us! 🍷