
CRANE ONLINE TRAVEL AGENCY



Today's online travel marketplace is mega-competitive. We know that price-savvy consumers are trawling the web looking to find the best deals going for air, hotel and dynamic travel packages. The OTAs who stand out are those which offer comprehensive content at competitive prices, all made easily accessible via a professional, feature-packed interface with easy booking options.

Overview

Crane Online Travel Agency (shortly Crane OTA), the next generation, multi-lingual and multi-currency online travel platform, provides a turn-key solution not only for Online Travel Agencies, but also Tour Operators, Consolidators, Destination Management Companies (DMC), Airline Holiday Companies, Travel Management Companies (TMC) and Corporates, Airports, Call Centers, Retailers, Media as well as GSM Operators, Credit Card and Loyalty Programs, Insurance, Media and others who are interested in selling all flight and non-flight travel products online either as standalone or dynamically packed, through direct (web, mobile, kiosk, etc.) and in-direct (travel agency network, intermediaries, resellers, etc.) sales channels and in single or multi-source markets.



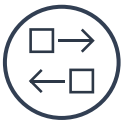
provides **250.000+**
flight, hotel, car,
transfer, attraction,
insurance and
dynamic packages

Benefits



Enlarge Your Business

"Travel" has always been the keyword of magic to provide you additional revenue, increase your customer loyalty as well as the traffic & ranking of your digital channels. Whether you are a travel company or not, Crane OTA offers you the possibility to enlarge your business by hundreds of thousands of ready-to-sell flight, hotel, car, transfer, activity, travel insurance, dynamic packages and much more online.



Automize Your Workflow

While you grow, it usually happens that part of your workflow starts to become manual which slows your decisions and actions, prevents you to instantly see what's going on in your company and decreases the customer satisfaction. You can't believe but in spite of thousands of products and services, we have managed to increase the automatization ratio of Crane OTA at a level over 90%! Just try and see how it works.




Increase Loyalty of Your Customers

Customers who book a flight ticket book also hotel, transfer, attraction and other travel products from different suppliers or intermediaries. Whatever you do to keep your customers loyal, at the end, by controlling only part of the travel life of your customers, do you believe you still can be able to create a real and long-term loyalty? To increase the number of loyalty members and strengthen their loyalty, Crane OTA provides you the necessary products to control the whole travel cycle of your customers.



Maximize Your Revenue

Crane OTA offers you the opportunity to enrich your product portfolio with dozens of already integrated travel vendors. You are free to sell the whole product range either standalone and/or dynamically packed. Besides the ready-to-sell products and services, it provides also the right analytics and mark-up tools to let you give the right decisions and apply your action plans on time.



**control of
inventory,
pricing, mark-up
and service fee
is within your
hands**

Key Features

Crane OTA offers a variety of features depending on your business model and infrastructure. Among the features of Crane OTA are:

- Over 250,000 ready-to-sell hotels, car rentals, transfers and attractions
- Inventory, pricing, offer and order management
- Travel content set-up via direct contracting, XML API and NDC integration
- Flexible mark-up, commission and on the go service fee management
- Beach and City locations to match with airline destinations
- Dynamic packaging by easy to use rules set
- Multi-market compatible
- Desktop agency booking tool
- Full mobile responsive design
- Customer contact support features
- Reward points redemption

**seamless
integration with
other Crane
products**

Components



Turnkey solutions for every step on the way.



Passenger Service System

crane.PAX	Reservation & Passenger Service
crane.IBE	Internet Booking Engine
crane.MA	Mobile Application
crane.ALM	Allotment Manager
crane.DCS	Departure Control System
crane.LL	Loyalty Layer
crane.CCL	Customer Care Layer
crane.CM	Communication Manager

Merchandising

crane.TM	Travel Merchandising
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Operations Planning

crane.SP	Schedule Planning
crane.OCC	Operations Control
crane.CREW	Crew Management

Accounting

crane.RA	Revenue Accounting
crane.CA	Cost Accounting
crane.BPI	Business Performance Index

Travel Solutions

crane.OTA	Online Travel Agency
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Better. Together.





Crane is a brand of Hitit.

The consistent increase in Hitit's customer base and geographic reach, as well as continuous follow up business with existing clients are strong indicators that Hitit has achieved high level of customer satisfaction with its offerings, combining an agile approach to their needs with a team that works closely with them as partners on their business.



Contact:

📍 Resitpasa Mah. Katar Cad.
No: 4/1 Ari Teknokent 2
Ic Kapi No: 601 34469
Maslak, Istanbul, Turkiye

✉ contact@hititcs.com
sales@hititcs.com

☎ +90 212 276 1500

www.hititcs.com
www.crane.aero

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