A hand holding a smartphone, with the screen displaying a list of items. The background is a bokeh of warm, yellow and orange lights. A blue wavy line is at the top, and another blue wavy line is at the bottom.

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CRANE  
MOBILE  
APPLICATION


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*We live in an age of hyper connectivity; an average user has 3 internet connected devices and spends more than 3 hours a day on their phone. The growing competition in the airline industry pushes customers' expectations higher and higher. Foreseeing your customers' needs means staying ahead of the game.*

## Overview

Crane Mobile Application is designed to make travel easier. A robust B2C solution for airlines' end-users makes flight reservations, itinerary management, online check-in, and many more digital tools available with just a few clicks.

Equipped with the latest technology Crane MA is a fast and smart app, allowing airlines to take the customer experience to new heights. A modulus structure of the software and customizable layouts allow airlines to create an application based on their business strategy and reduces time to market. A seamless integration with Crane PSS and other solutions makes a fast delivery of a complex tool possible. Ancillary sales at every touchpoint and personalized offers boost revenue and help to monetize the mobile presence.



behavioral  
targeting and  
**personalized**  
offers

# Benefits



## Increased Customer Satisfaction

Passengers will have access to all the functionalities available on the web and even more with just a few clicks. The high speed and intuitive design of the app will guide a user through the most complex multicity flight reservation or management of group itineraries.



## Extended Functionality

Crane MA enables airlines to create a smart mobile app by choosing from the wide portfolio of modules and features available on demand. The seamless integration with the Crane solution suite enables you to add unique functionality and decreases the time to market.



## Reduced Manpower Through a Powerful Self-Service Channel

With Crane MA travelers can book, modify flights, and check-in without having to call airline agents or visit airline offices and counters.



## Increased Brand Value

Created in collaboration with leading design experts, Crane MA follows the latest user experience trends. Highly customizable layouts allow you to deliver your unique brand experience and strengthen your brand value with increased customer satisfaction.



stand-alone  
and bundled  
**ancillary sales**



# Key Features

Crane MA offers a variety of features depending on your needs and infrastructure. Among the features of Crane MA are:

- One way, return, multi destination flight search
- Ancillary sales during flight booking, check-in, booking management
- Flexible reservation management functionality
- Wide range of payment alternatives
- Discount codes; price freeze
- Mobile boarding pass; wallet integration
- Content management system
- Credit card, passport autofill
- Multilingual support
- Smart push notifications
- Location based services
- Extended functionality if integrated with other Crane solutions

**seamless  
integration** with  
Crane solutions

# 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

*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



*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 a high level of customer satisfaction with its offerings. Hitit combines an agile approach to their customer needs, with a team that works closely with them as partners in their business.



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