crane.PAX

CRANE
RESERVATION &
PASSENGER
SERVICE SYSTEM

Airline industry is rapidly changing. A dynamic, flexible and open solution is required to meet challenges like personalization, merchandising and e-commerce. Create change with Crane PAX, the turnkey PSS solution with the shortest implementation time in the industry.

Overview

Crane PAX is a modern turnkey passenger service system (PSS) that allows airlines and affiliates to create, design, distribute and deliver advanced passenger services. As a full fledged web-based PSS, it encompasses inventory management, fares, marketing tools, central reservations (CRC), online and mobile reservation and ticketing, agency distribution, check-in and departure control, and call center services. Fully integrated with all major GDSs, Crane PAX provides a rich set of web services and integration options.

processes
**65+
million**
air passengers
each year

Benefits

Improved Revenue
Crane PAX provides various efficient direct distribution channels, including a private agent network platform and supports distribution to indirect channels. Crane PAX allows airlines to build and develop airline partnerships.
A wide range of supported ancillaries, sellable both stand-alone and in bundles, generate extra profit for the airlines. This increases market reach as well as competitiveness of the airline on the market.

Passenger Oriented
Crane PAX is designed to provide ultimate passenger experience based on behavioral patterns. Specialized services across various passenger touch points increase repeated purchases and loyalty as well as delivering more comfortable service. Passenger satisfaction is maximized with customer recognition, self-service facilities and shorter service times.

Customer Value Consideration
Crane PAX comes fully integrated with the best-in-class loyalty solution -Crane LL and Crane CCL- or can be integrated with any external loyalty or CRM system. Crane PAX contains all the tools to create value for the customer, increase satisfaction, profits and repeat purchases. Putting the customer first, Crane PAX excels in each area from availability checks and waitlist clearance to check-in and boarding.

Fair Pricing Structure
Crane PAX pricing is based on boarded passengers only, reflecting Hitit's understanding of mutual growth. Therefore, there are no hidden costs or additional charges for the use of different access methods or services.

used by
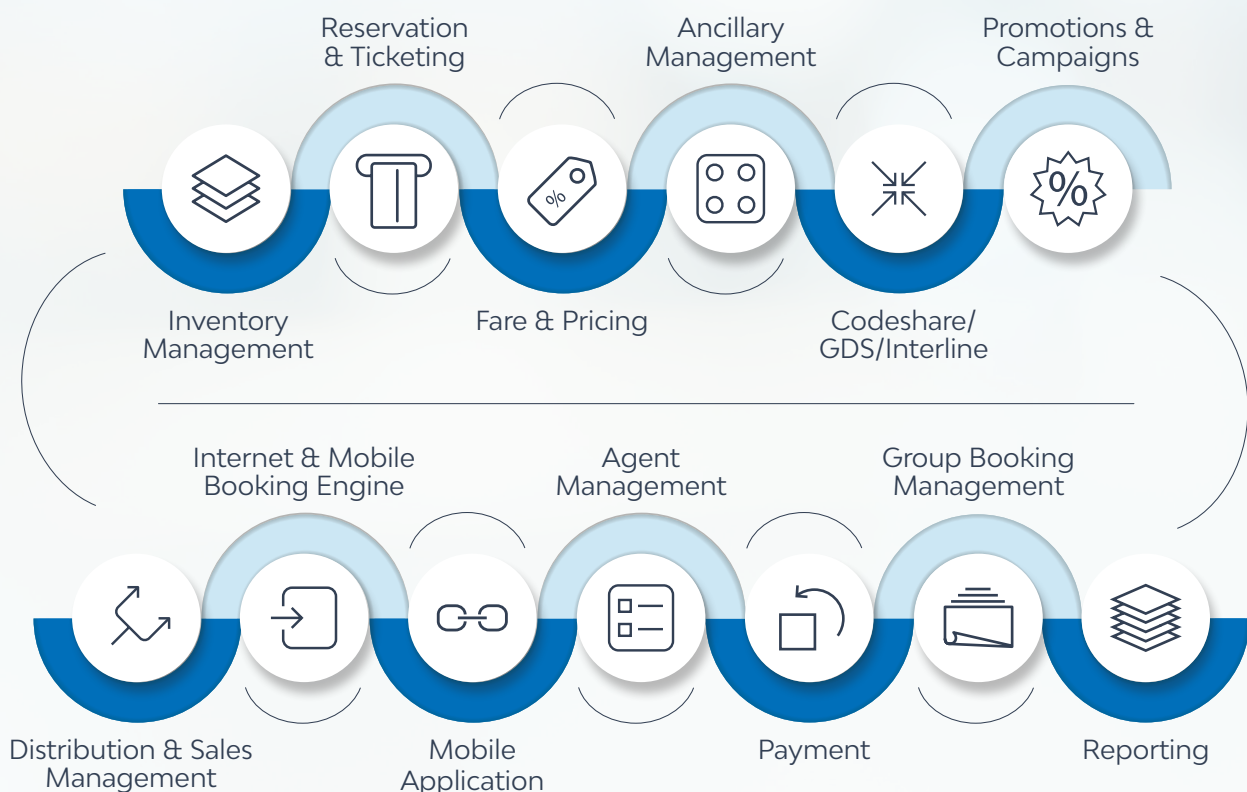airlines across
**Europe, Asia
and Africa**

Key Features

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

- Advanced inventory management
- Easy to configure fare quotation and management
- Distribution over direct & indirect channels
- Interline and code-share management
- Automation of airline ancillary services at each touch point
- Promotion management
- E-ticketing
- Wide range of payment options
- Extensive customer touch points & self-service
- Open APIs for customer's own end-user layer applications
- Integrated internet and mobile booking engine
- Customised airline ancillary services to increase customer upsell
- IATA standard Electronic Miscellaneous Document (EMD) support

airlines using Crane PAX **grow over 25%** on average each year

Components

Reservation & Ticketing

Ancillary Management

Promotions & Campaigns

Inventory Management

Fare & Pricing

Codeshare/ GDS/Interline

Internet & Mobile Booking Engine

Agent Management

Group Booking Management

Distribution & Sales Management

Mobile Application

Payment

Reporting

Turnkey solutions for every step on the way.

crane.IBE

crane.OTA

crane.TM

crane.PAX

crane.SP

BOSS

crane.RA

crane.CA

crane.BPI

AIRPORT

crane.MA

crane.DCS

crane.ALM

crane.OCC

crane.LL

PARIS
NEW YORK
ROME
LONDON

GATE

crane.CREW

crane.CM

crane.CCL

crane.

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 |

crane.

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.

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