

Content produced
in collaboration with
Qantas Airways

QANTAS has become the first airline in Australia to take advantage of IATA's New Distribution Capability (NDC), as part of its drive to stay ahead of the curve on innovation.

The airline recently announced the creation of its new Qantas Distribution Platform (QDP), designed to transform airline retailing, booking and servicing capabilities with travel agency partners (**TD 22 May**).

Through the Qantas Distribution Platform, agents will be able access richer content at the time of booking, helping to make it easier to sell Qantas products and services, while providing a more seamless customer experience.

Customer preferences are evolving, and Qantas is responding by investing in technology which utilises NDC to

offer a wider range of products and more dynamic content, which add value for both customers and trade partners.

The QDP will improve the information that can be communicated between Qantas and its trade partners, beyond price, schedule and availability, enabling a more personalised customer experience.

Seamless for travel agents

WHEN booking an itinerary, travel agents often have to juggle multiple trip components.

The new Qantas platform will enable agents to offer a seamless servicing experience.

The new platform can be accessed through approved partner connections or can be incorporated with an agency's own systems through a flexible API.

The Qantas platform has been rigorously tested and certified to NDC level 3 – IATA's

highest rating.

In such a competitive industry, travel agents need to make the most of every advantage.

The new Qantas Distribution Platform delivers an easy way for travel agency partners to offer an improved, more personal service to their customers.

Agents should contact their head office to find about the opportunity to connect or learn more about this exciting new innovation at qantas.com/ndc

Qantas transforming airline retailing



Personalised experience

QANTAS is working to deliver new, dynamic functionality and content for its agency partners.

The Qantas Distribution Platform (QDP) will enable agents to receive tailored customer offers and receive richer information about their travel experience.

Over time, this will include

information about the customer's specific on-board experience, Qantas Frequent Flyer benefits and enable more seamless servicing like adding Extra Legroom Seats.

The platform will also provide photos (and videos) of the cabin so their clients know exactly what to expect.



Introducing the Qantas Distribution Platform.

Transforming airline retailing,
booking and servicing capabilities.

Find out more



QANTAS | DISTRIBUTION
PLATFORM