

CityJet book up with Securidox

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Securidox, the document delivery specialists, are supplying new style eTicket confirmations via email to passengers booking with CityJet. The airline, part of the Air France/KLM group and operating the largest number of flights to and from London's City Airport, required a new system that could provide the high-standard documentation their demanding and discerning customers expect.

Mark Scott, Managing Director of Securidox comments "eTicket confirmations are the end of the booking process and traditionally are an after-thought with little regard for corporate image and branding, yet are the first document passengers receives from the airline. CityJet improved their reservation system and wanted a way to better address their many loyal and busy customers so chose Securidox."

The booking confirmation delivery system integrates with the airline's Amadeus Altea system. It takes data from both online bookings and call centre reservation systems, processing, creating and delivering documents immediately. The system has been thoroughly tested in both the aero and eCommerce environments, and to-date has delivered over 12 million perfect, uniform confirmations.

The Securidox system includes the Manage&Control feature which allows CityJet to administer the content of their confirmation template directly. Securidox Technical Director Ravi Ramamrutham explains how it works: "*Securidox developed the initial template using materials supplied by CityJet. Once this was agreed, CityJet are able to access the template via secure online log-in and make any changes they need – at their convenience. This means the airline does not have to rely on an external IT resources to get changes implemented, and they can ensure that their passenger communication is consistent in style and content.*"

Gwen Robinson, Media Producer at CityJet noted "*the vastly improved branding on our eTicket Confirmations coupled with the ability provided to generate revenue from targeted advertising and ease of use makes this a perfect solution for our needs as the airline grows.*"

For further information on Securidox and its solutions visit www.securidox.com