

AirGain Enables Croatia Airlines to Respond to Volatile Market Changes in Real-Time



About the Customer

Croatia Airlines is the national carrier of the Republic of Croatia and is wholly owned by the Croatian Government. The Airline operates an extensive network within Europe from its base in Zagreb, and has been a member of Star Alliance since 2004.

As a full-service carrier, it provides domestic and international air passenger and cargo transport services, connecting Croatian cities with major European hubs and, through them, the entire world. The company also provides aircraft maintenance and professional training for aviation personnel. Croatia Airlines is a full member of the International Air Transport Association (IATA), Star Alliance, and the European Regions Airline Association (ERA).

The company was registered under Zagreb Airlines d.d. in 1989 and had been operating under its present name since July 1990. The central hub of Croatia Airlines is located in Zagreb.

The company has a fleet of thirteen aircraft, including five A319s, two A320s, and six Dash Q400s, and is currently undergoing fleet renewal/replacement with new A220 aircraft. In its 33 years of operations, the company has been recognized by its passengers for flight safety, quality of services, and professional staff.

Customer Challenge

Fast, easy, and comprehensive benchmarking of Croatia Airlines' offered fares against other legacy and low-cost carriers has proven to be a cumbersome task in everyday operations, regardless of the intended usage. With over 90+ competitor airlines flying to Croatia during peak periods, the ability to track and respond to volatile market changes is highly important. Croatia Airlines reached out to RateGain and to explore and deploy 'AirGain' to overcome these issues and improve service quality by promptly offering better prices to customers.

Challenges faced by Croatia Airlines before switching to AirGain:

- Lack of on-time data and updates on price movements and trends.
- Inadequate access to high quality or up-to-date data leading to limited actionable insights.
- Overly labor-intensive process for monitoring multiple locations, websites, and metasearch engines.
- Challenges in keeping track of rates on online travel agencies and meta-search sites.
- Limited ability to access past trends and insights, making it difficult for the team to understand market sentiment and make forward-looking changes.

How Airline moved forward with AirGain:

Croatia Airlines initially tried several other service providers to get the right intelligence.

Using AirGain Croatia Airlines was able to:

- Access to on-time price tracking & insights.
- Dedicated team at Croatia Airlines's disposal, post-implementation, helping them better understand the solution and assist them in better utilizing it. A dedicated support team for troubleshooting any data issues or inconsistencies.
- Get reports on-demand at any time of the day instead of getting reports at a scheduled time, making it easier for the revenue team to compare prices and make informed decisions.
- Get historical trends to compare prices for a period of up to 365 days on its most challenging routes

Benefits

As fares increase and airlines cut routes, Croatia Airlines wanted to offer the most competitive prices. AirGain was able to provide the necessary data, making it the preferred provider over other fare intelligence providers in the airline industry.

With this partnership, AirGain will help Croatia Airlines monitor critical OND routes 80% to 90% faster, allowing the Airline to respond promptly to market shifts and deliver the most cost-effective service. Designed for revenue managers, AirGain will enable them to set accurate pricing and seize daily opportunities for growth.

With AirGain, Croatia Airlines was able to:

- Enhance efficiency with on-demand reports to build a better revenue strategy.
- Respond instantly to market changes on the most profitable routes.
- Improve time to market by leveraging dashboards to get instant actionable insights.

Customer Speak



Croatia Airlines needed a solution that could provide a quick and comprehensive comparison of our prices compared to other legacy and low-cost carriers in a dynamic pricing environment. With more than 90 competing airlines flying to Croatia during peak periods, it was crucial for us to monitor and receive accurate information and, based on the information received, decide whether or not to respond and how to respond to volatile market changes.

We turned to RateGain and their AirGain solution to overcome these issues and improve the quality of our service. AirGain provided us with on-time price tracking, dedicated support and historical pricing trends. It wasn't enough for us. To deliver our step-by-step revenue management strategies, we offered ideas, business insights and specific knowledge. Rate Gain has shown exceptional flexibility in creating what we need. The final product is now customized according to our needs and allows us to design route strategies depending on the analyst's preferences. Because of this flexibility and their willingness to listen to customer needs, we are happy for our choice of Rate Gain.

Kresimir Mlinar

Director Network & Revenue Management
Croatia Airlines



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