Success Story

Jazeera Airways Boosts Revenue and Competitive Edge with AirGain's Pricing Intelligence Solution

At A Glance

Company Name	:	Jazeera Airways
Location	:	Kuwait
AirGain's Solution	:	Price Intelligence

About Jazeera Airways

Established in 2004, Jazeera Airways is a leading Kuwaiti budget airline that operates across the Middle East, Nepal, Pakistan, Bangladesh, India, Sri Lanka, and Europe. The airline's mission is to provide top-notch services at competitive prices while exceeding customers' expectations. Jazeera Airways is a publicly traded company listed on the Kuwait Stock Exchange and is fully compliant with international aviation standards and regulations as a member of IATA.

The airline currently operates a fleet of Airbus A320 and A320neo aircraft and has also opened a dedicated terminal at Kuwait International Airport in 2018, the first terminal owned, built, and operated by a private airline in the Middle East. Since then, Jazeera Airways have grown to be one of the market leaders at Kuwait International Airport. It currently serves almost 50 destinations and is expanding its route network to cater to the growing demand for air travel. The airline's commitment to passenger comfort can be seen in the modern amenities and services provided in its dedicated terminal. The terminal features a range of facilities, including duty-free shops, restaurants, lounges, prayer rooms, and children's play areas.

In addition to its commitment to passenger comfort, Jazeera Airways also places a strong emphasis on safety. The airline has a robust safety management system and regularly invests in training programs for its crew and ground staff. Jazeera Airways has received several awards for its safety record and operational excellence, including the 'Best Low-Cost Airline' award at the World Tourism Awards in 2020.

Customer Challenge

As a leading airline in the highly competitive region of Oman, Qatar, and the UAE, Jazeera Airways' revenue management team understands the critical importance of staying ahead of market changes and adapting their pricing strategy to remain competitive in the airline industry. They continually monitor market trends and competitor pricing strategies, analyzing customer behavior to make informed decisions about pricing strategy in real-time. With low-cost carriers dominating the market, Jazeera Airways strives to provide excellent service to its customers while ensuring that their pricing remains attractive and competitive. By doing so, they can maintain their position as a top player in the region's airline industry.

Jazeera Airways team identified certain goals to enhance their pricing decision-making process and boost revenue:

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AirGain

Finding and Implementing AirGain's Price Intelligence Solution

Jazeera Airways struggled with pricing challenges until they discovered and implemented AirGain's price intelligence solution. By utilizing AirGain's AI-powered technology, Jazeera Airways was able to streamline their fare tracking and comparison process. This enabled them to promptly respond to market fluctuations, offer competitive prices, and achieve greater revenue growth and profitability. AirGain's team provided Jazeera Airways with a solution that catered to their problems from day 1.

1. Lack of visibility into fare families: AirGain's price intelligence solution offered Jazeera Airways comprehensive visibility into fare families. They gained access to detailed information about different fare categories, allowing them to make informed pricing decisions and optimize revenue.

2. Flexible approach to meet evolving business needs: AirGain's solution allowed Jazeera Airways to customize their pricing reports according to their changing business requirements. This flexibility empowered them to adapt their strategies promptly and effectively respond to market dynamics, ensuring competitiveness and revenue maximization.

3. Securing competitive fares for international routes for multiple Low-Cost Carriers: AirGain's pricing intelligence capabilities enabled Jazeera Airways to monitor and analyze fares across various Low-Cost Carriers operating international routes. By obtaining real-time data on competitor pricing, Jazeera Airways could adjust their fares strategically and secure competitive positions in the market.

4. UI customization aligned with revenue maximization insights: AirGain collaborated with Jazeera Airways to develop a customized user interface (UI) that aligned with Jazeera's revenue maximization strategy.

5. Dedicated support team for revenue optimization: AirGain assigned a dedicated support team to Jazeera Airways, assisting them in optimizing revenue and leveraging the price intelligence solution effectively. This support team offered expertise, guidance, and ongoing assistance to ensure Jazeera Airways derived maximum benefit from AirGain's technology and achieved their revenue optimization goals.

The Impact

- Significant increase in Annual Contract Value, nearly doubling and reaching 80% growth
- Data sufficiency of 98% Q-o-Q, ensuring comprehensive pricing data for informed decisions.
- Defined SLA for issue resolution, guaranteeing a 100% resolution rate.
- Seamless transition with fast-tracked onboarding minimizing downtime and accelerating the implementation process, in less than 2 weeks

The Road Ahead with AirGain

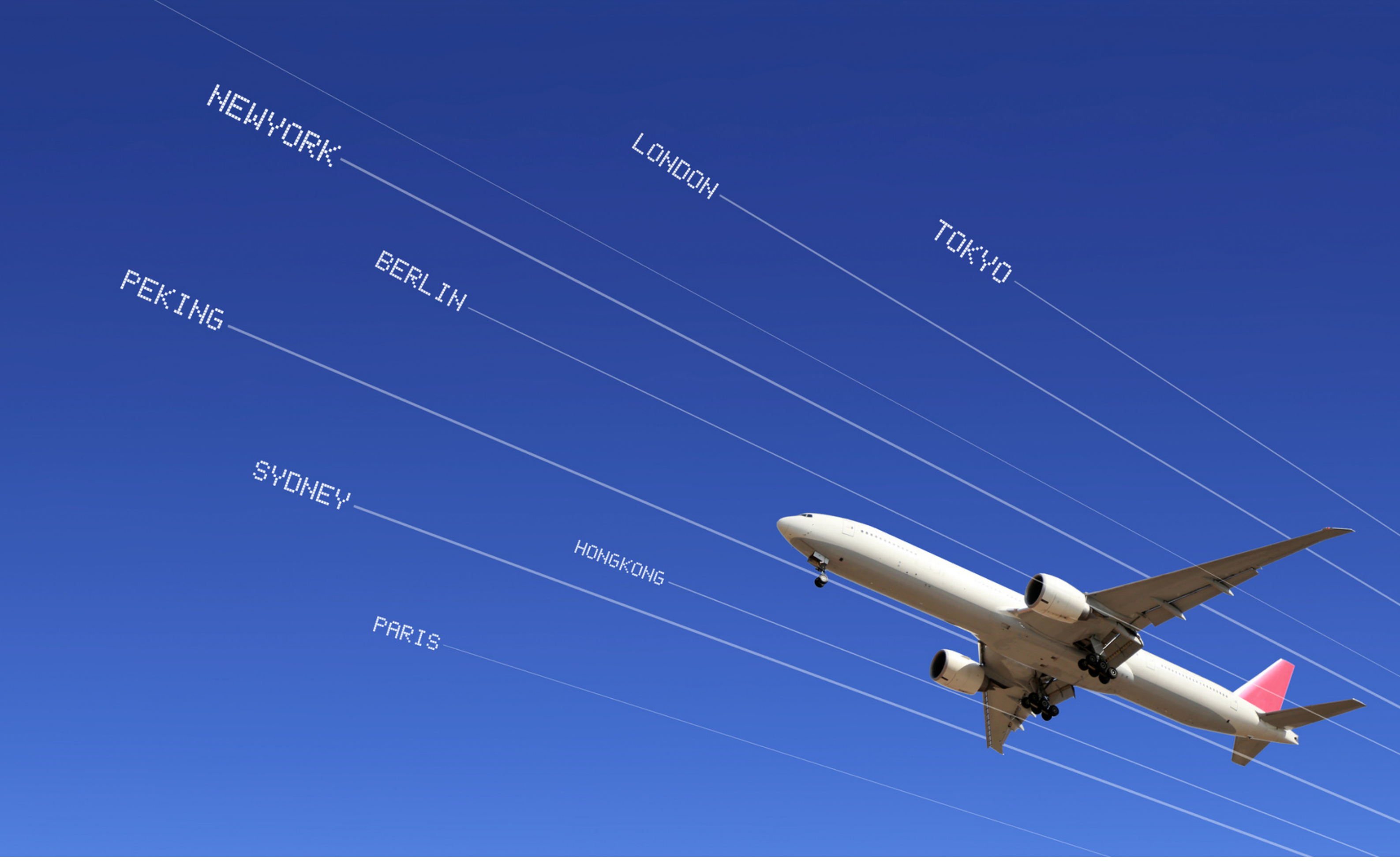
By leveraging AirGain’s price intelligence solution, Jazeera Airlines is strongly positioned to bolster profitability and retain a competitive advantage in the market. This partnership empowers Jazeera Airlines to elevate revenue generation, make well-informed decisions, dynamically adjust fares, and accurately forecast demand patterns. As Jazeera Airlines expands operations and explores new growth opportunities, their commitment to the partnership with AirGain remains unwavering. Together, they strive to achieve strategic objectives, make informed choices, and provide exceptional value to their valued customers.

The Success and Experience

Jazeera Airways’ journey from a low-cost carrier to high-flying success has been driven by the partnership with AirGain. With AirGain’s pricing intelligence solution, Jazeera Airways has been able to optimize revenue management, enhance competitiveness, and position themselves as a market leader in the Middle East commercial aviation industry. The success story of Jazeera Airways serves as a testament to the power of data-driven decision-making and strategic partnerships in achieving sustainable growth and profitability in the dynamic airline industry

AirGain has been an invaluable partner since day one, contributing immensely to our success. Their data-driven approach and advanced technology help us stay ahead of competitors and maximize revenue potential in the ever-changing aviation industry. As we continue to expand our operations and pursue new growth opportunities, we look forward to continuing our partnership with AirGain to achieve our strategic goals and deliver excellent value to our customers.

Nilesh Ayare
Revenue Manager & Network Specialist
Jazeera Airways



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About RateGain

RateGain Travel Technologies Limited is a global provider of SaaS solutions for travel and hospitality that works with 2800+ customers and 700+ partners in 100+ countries, helping them accelerate revenue generation through acquisition, retention, and wallet share expansion. RateGain today is one of the world's largest processors of electronic transactions, price points, and travel intent data helping revenue management, distribution, and marketing teams across hotels, airlines, meta-search companies, package providers, car rentals, travel management companies, cruises, and ferries drive better outcomes for their business. For more information, please visit **https://www.rategain.com.**