



CUSTOMIZATION AND CARE

Tunisair's Journey to Revenue Growth and Exceptional Service through Actionable Data

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Testimonial

“Before partnering with AirGain, our revenue management team was facing significant challenges in adapting to the dynamic commercial aviation market. The introduction of AirGain's customized solutions and insightful analytics marked a turning point. Their approach not only streamlined our strategic decision-making but also directly addressed our efficiency and profitability issues.

The expertise of the AirGain team was crucial in transforming these challenges into opportunities for growth, demonstrating their capability to navigate the complexities of our industry.”

- Marwen Mzoughi
Head of Pricing



Overview

Post-Covid, Tunisair, like other airlines, encountered fluctuating demand and market shifts. Their response was to seek timely, precise insights for better fare management and a competitive strategy.

Realizing the need for updated data and insights, Tunisair formed a strategic alliance with AirGain. This partnership marked a significant shift in Tunisair's approach to market dynamics and pricing, leveraging AirGain's expertise in revenue management for airlines.

Recognizing that Tunisair's requirements went beyond standard out-of-the-box insights, AirGain's partnership was defined by a deeply customized approach. This involved forming a specialized team to provide Tunisair with bespoke reports and insights, specifically designed to address their unique needs and significantly improve their decision-making process.

The effective implementation of these solutions led to notable improvements in revenue and better operational efficiency, ultimately resulting in greater customer satisfaction. The Head of Revenue Management at Tunisair commended the partnership, highlighting its vital role in boosting the airline's profitability and securing a contract renewal in the challenging post-Covid market landscape.



About Tunisair

Established in 1948, Tunisair, the national airline of Tunisia, has been a prominent figure in the aviation industry for over 70 years. Renowned in North Africa and Europe, the airline serves over 50 global destinations, and is recognized for its dedication to quality, innovation, and customer satisfaction, consistently adapting to the evolving aviation sector.



1948

Your firm founded

5K+

Employees

30

Fleet Size

44

Destination

Challenges



Before integrating AirGain's solutions, the customer faced significant challenges in daily fare monitoring. The process of manually tracking competitor fares for a growing number of Origin and Destination (O&D) pairs was not only cumbersome but also inefficient, especially given the frequency of fare changes by competitors throughout the day. Key issues included:

01

Inefficient manual benchmarking of fares, leading to substantial time loss.

02

Rapid and frequent alterations in competitor fares.

03

A pressing need to increase market share in a highly competitive industry.

04

The urgency to swiftly implement competitive pricing strategies.



Solutions



A dedicated account manager and implementation team collaborated closely with Tunisair, streamlining the implementation process, resolving data challenges, and ensuring effective use of the AirGain UI through hands-on training for Tunisair end-users.

01

Reduced Integration Process by 30 Days: The transition to AirGain's professional RM dashboard was achieved remarkably quickly, streamlining our manual processes.

02

Data Performance Gap Analysis: This process unearthed hidden insights, aiding in the refinement of pricing and resource allocation.

03

Subscription Analysis Monitoring: The focus was optimized by concentrating on high yielding, select routes.

04

Adding New Website Data: With limited data access from the previous vendor, AirGain provided significant website data on the AirGain dashboard, enhancing overall data quality and offering better insights into dynamic pricing.

05

Scaling Operations: AirGain enabled Tunisair to efficiently expand and optimize operations, leading to sustainable growth and a stronger market presence.



Point, Click, & Dominate the Skies with **AirGain**

Register for a 7-day full access
free trial today

SIGN UP NOW



Testimonial

“ The AirGain team's collaboration has been a game-changer in our revenue management approach. Their expertise in crafting customized solutions and delivering insightful analytics has greatly enhanced our strategic decision-making. This has led to heightened efficiency and profitability. The dedication and skill of the AirGain team have been pivotal to our growth, equipping us to adeptly handle the commercial aviation market's dynamic nature. ”

- Bayrem Temimii
Revenue Analyst



AirGain



About RateGain

RateGain is a global provider of SaaS solutions for travel and hospitality that works with 3100+ customers—including Top 23 of 30 Hotel Chains, Top 25 of 30 Online Travel Agents, and all the top car rentals including 8 Global Fortune500 companies—and 700+ partners in 100+ countries helping them accelerate revenue generation through acquisition, retention, and wallet share expansion.. For more information, please visit <https://www.rategain.com>.