Connected Travel
Training Academy

IATA AUTHORIZED TRAINING CENTER CLASSIC

Distribution and Airline Retailing with NDC

- Online, e-learning course (5 hours of study)

Delivered in media-rich and interactive animation, this course is a journey that begins by comparing existing direct and indirect air distribution channels. Then it presents today's emerging distribution systems supported by New Distribution Capability (NDC) standards. You will appreciate how airlines optimally distribute their products and services through their own website channels and how the industry is working to replicate the same functionality in indirect channels used by travel agents and other intermediaries. This course ends with a tour of innovative enhancements in distribution that is only possible in an NDC environment. Such enhancements benefit all players in the travel value chain, creating an improved user and customer experience. This course will satisfy your curiosity around NDC, dispel potential myths and provide practical learning through NDC simulation.

Objectives

Upon completion of this course you will be able to:

Explain the advantages and limitations inherent to making and managing flight reservations via traditional indirect channels

Describe how New Distribution Capability (NDC) enables airline suppliers and online booking engines to enhance direct distribution of travel products, especially ancillary sales

Implement new technologies to enhance the travel shopping experience for self-service consumers

Anticipate the value that the next generation of New Distribution Capability (NDC) will create for travellers and the travel industry

Target audience

- Travel agents
- Tour operators,
- Business process outsourcing (BPO) call centres
- Airline reservation and ticket agents
- Agency/airline marketing and sales staff

Key topics

- Airline distribution life cycle
- Direct and indirect distribution TMC (Travel Management Company
- Airline distribution capability
- New Distribution Capability (NDC)
- One order

Recommended level

- Entry-level
- Intermediate

Course format

- This is an interactive self-study online course with downloadable documents

- This course requires approximately 5 hours of study to be completed within 6 months from date of enrollment. When enrollment validity expires, the users will not have access to the course content and will not be able to take the exam.

- Your performance will be based on an examination.

Exam information

Non-supervised online-based exam.

Exam can be taken any time at your convenience within the enrollment validity.

You will be given 2 hours to complete 40 multiple choice questions.

Passing grade is 70% correct answers.

You will be given 2 attempts to successfully complete the final exam.

Certificate Awarded

Upon successful completion of the exam, you will be awarded an IATA Certificate of Distribution and Airline Retailing with NDC, available for you to print for your records.

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Units of Study

Airline distribution models

- The airline distribution life cycle
- Direct and indirect distribution in the travel industry
- Direct distribution – airline B2C (business to consumer) sales
- Indirect distribution – airline B2B (business to business) sales
- Metasearch engines
- What is a TMC (Travel Management Company)?

Future of airline retailing and distribution

- NDC and new technologies
- Future NDC developments - One order
- Capitalising on loyalty programs for business intelligence

New Distribution Capability (NDC)

- Airline distribution capability gap
- What is NDC?
- Key NDC goals
- How does NDC work?
- Core features of the NDC
- Benefits of NDC for the travel industry
- Dispelling the myths associated with NDC
- NDC and BSP

NDC simulation

- Activity 1 - New shopper enquiry and profile
- Activity 2 - Flight and fare search
- Activity 3 - Explain product offers to customers
- Activity 4 - Compare offers with customers
- Activity 5 - Communicate offers to customers
- Activity 6 - Book seat and ticket
- Activity 7 - Assign seat number
- Activity 8 - Manage bookings: modify reservations
- Activity 9 - Manage bookings: modify ancillaries
- Activity 10 - Manage bookings: cancel reservation

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