



ibsoftware

Be in total control of your Cargo Sales & Commercial

icargo
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iCargo Sales & Commercial Management module is designed to offer a flexible and streamlined sales and commercial platform for air cargo transportation services. **Achieve a higher conversion rate (look-to-book ratio)** for booking enquiries resulting in increased revenue **at a lower cost per conversion**. Automation of Airline Sales and Commercial Planning helps present the right information at the right time of the transaction, thereby **enabling the airline as well as its customers achieve their business goals profitably**.

Key benefits

- 👍 Sell intelligently, sell profitably, improve revenue opportunities
- 👍 Maximize yield by controlling and optimizing capacity with Artificial Intelligence-driven revenue protection
- 👍 Achieve shortest time-to-market for new offerings
- 👍 Deploy innovative pricing models
- 👍 Offer more booking channels via iCargo integrated digital platforms
- 👍 Comply fully with industry standards & regulations



Increase Booking Conversions: Deploy smarter distribution channels that present, faster and accurate information on availability, pricing and real-time confirmation of booking thereby improve booking conversion ratio and prevent potential revenue loss.



Maximize Revenue: Intelligently segment the available capacity into various yield buckets, set minimum margins per shipment- flight or both-, and upsell value added services are few among the many revenue optimization levers available for maximizing revenue from cargo transportation.



Minimize Cost: Achieve reduced overhead and supervisory cost with the assistance of intelligent automation of cargo sales processes through dynamic capacity allocation & management, dynamic pricing & AI-driven revenue protection.



Enhance Customer Satisfaction: Minimum or near to nil waiting period for booking confirmation, advanced track & trace capability, shortest cut-off times, pro-active disruption management helps improve the customer satisfaction score, leading to repeat business.



Gain Strategic Insights: Interactive BI dashboards built on top of rich business data helps to drill down operational information, and derive insights on key parameters such as high performing sectors, high yielding commodities, customer allotment performance.



Enable Superior Sales Responsiveness: Innovative platform extensions like Sales App, Cargo Online Portal, and Customer Apps enable the airline sales representatives to respond to potential leads with agility and ensure better connect with airline customers.



Integrate Seamlessly: iCargo Commercial Management module is completely integrated with the rest of the iCargo suite, including Terminal Operations, Mail Management, Revenue Management and Cargo Revenue Accounting, to provide a full-fledged, fully integrated Cargo Management Solution. Each module could work either as an integrated solution or as a standalone model.



iCargo™ is a suite of new generation business systems created specifically to meet the IT requirements of the air freight industry. It is a fully integrated suite of air cargo business functions that are designed and engineered on new generation technology to help its global customers reduce their cargo IT costs, improve efficiency, increase revenue and deliver excellent customer service.



Redefining the Future of Travel through Technology Innovation

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