

Have you flown off course?



Airlines have long been leaders in pricing and revenue management, investing heavily in technology applications for competitive advantage and higher yields.

But technology, no matter how good, is only an enabler of a broader strategy.

The approach of:



...remain accountable for delivering revenue outcomes.

FOUR PILLARS

of pricing and revenue optimisation apply to pricing and revenue management executives in any industry.



STRATEGY

Does your organisation have an explicit commercial strategy that can be translated into clear and meaningful actions for pricing and revenue management?



PROCESSES

Do the processes that underpin your pricing, inventory management and demand forecasting enable revenue optimisation?



PEOPLE

Have you balanced the investment in skills and capabilities of your workforce to keep up with your technology systems?



KPIs

Are KPIs and accountabilities aligned to commercial strategy to enable revenue management teams to focus on profitability?



Have you flown **off course** with your approach to revenue management?
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