

South African Airways Customers Can Now Plan Their Sightseeing More Efficiently

Written by Australian Business

(PRLEAP.COM) June 6, 2014 - Johannesburg, South Africa – One of the strategic objectives of Gaining Altitude, SAA's Long-Term Turnaround Strategy (LTTS), is to provide excellent customer service to all those flying on the airline. To support this strategy the airline has formed a partnership with DealBroker, a leading travel technology company serving the global travel and tourism industry. With this partnership, customers who book via the SAA website, www.flysaa.com, can easily make use of sightseeing and entertainment activities at their destinations.

The way it works is that a few days before departure, travellers will receive an email from SAA listing offers from sightseeing and entertainment companies at their destination. A range of activities such as guided tours, museums, zoos, mini cruises, restaurants and other local activities will be detailed in this email. Travellers can buy these offers online and receive a gift certificate or voucher in return, which can be redeemed at the corresponding destination. In addition, DealBroker will seek out and select a number of local services at each destination to cater to the demands of customers.

"The introduction of this service offering is in line with our on-going commitment to improve on our customer experience. Our partnership with DealBroker is yet another innovation where our aim is adding to the value we offer our customers," says Ria Wood, SAA Manager of e-Commerce.

This service effectively increases brand awareness and brand loyalty by creating convenience for travellers whilst providing educated sightseeing options. DealBroker has created the technology to integrate real-time, personalised offers into the existing SAA digital model.

"By offering passengers the possibility to book travel activities and airport transfers directly, and the delivery of a fully customised promotional email a couple of days before departure, SAA proves their commitment to customer service," says Matthijs Muijser, CEO of DealBroker.

So, whether you are flying to Johannesburg for business, visiting Munich for the Oktoberfest, or going to São Paulo for the football, the DealBroker sightseeing and entertainment offers are an essential part of the SAA travel experience.

About South African Airways South African Airways is a Star Alliance member that offers flights to 38 destinations worldwide. Domestically, SAA operates 544 flights a week between Johannesburg, Cape Town, Durban, East London and Port Elizabeth. Regionally SAA offers 24

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destinations across the African continent and its international network creates links to all major continents from South Africa through 10 direct routes. In the regional category, SAA has received the Skytrax 'Best Airline in Africa' Award for 11 consecutive years.