

# TRAVERSE

## Case Study

TRAVERSE INTEGRATED AN IN-HOUSE SELLING SYSTEM WITH AMADEUS FOR A NORDIC TOUR OPERATOR

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### Situation

A major Nordic operator had a large team of data loaders managing Amadeus GDS. This was massively error-prone. They could not get the customer data loaded quickly enough to ensure that customer flights were not impacted.

### Change

Traverse absorbed the massive complexity of splitting PNRs and integrating selling system data with the GDS.

### Result

Error rates were reduced massively. The process was stabilised and the customer experience was not impacted or delayed.

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