

# ReShop™

ITA Software's Innovative, Automated  
Reprice/Reissue Product



# Automate. Simplify. Cut costly debit memos.

ITA Software's ReShop™ automates what once was a complex, costly and error-prone process. It adds a level of shopping sophistication not previously available, letting your agents and customers conveniently change reservations online for partially flown and wholly unflown tickets. The basic premise: make the online exchange process simple and profitable.

- Cost-effectively automate the reprice/reissue process
- Drastically reduce the risk of debit memos
- Offer travelers and agents comprehensive reprice/reissue shopping results
- Simultaneously price and shop multiple passengers and passenger types

➤ *“Since deploying ITA’s ReShop™ on our web site, our customers can quickly and more easily review the itinerary options for new flights and determine the cost of making a change, which includes all associated penalties and any fare difference.”*

Sam Fulton  
Senior Vice President, Retailing





# Deliver flexible shopping. Empower customers & agents.

## Advanced Technology Simplifies the Process

- Compares new and existing itineraries, automatically recalculating applicable fare differences
- Reduces interaction times to less than one minute, yielding significant labor savings per reprice/reissue transaction
- Encourages self-service ticket exchanges by utilizing familiar revenue and award shopping interfaces
- Handles US/CA and international pricing principles, including multiple currencies
- Automates the repricing of single or multi-passenger itineraries

## Innovative Shopping Functionality

- Returns a complete set of fully priced and availability-checked shopping alternatives
- Considers an exhaustive range of journeys and itineraries, returning the unique set of tailored solutions that best meet each customer's query (can customize results based on pricing, user preferences, customer business rules, and availability)
- Offers all the advantages of QPX™ shopping, including:
  - Upsell, flexible date/calendar, multiple destination/anywhere shopping, and network selling
  - Industry-leading low fare search capabilities
  - Accurate application of all relevant fare rules, restrictions, taxes, penalties, and fees
- Can price and shop multiple passengers and passenger types, simultaneously

Changing or canceling a ticket

MY STUFF

[My Price Assurance](#)

[My Account](#)

[My Trips](#)

**Phoenix 7/14/10**

[Past trips](#)

[Canceled trips](#)

[Ticket terms and conditions](#)

Learn how to change or cancel a ticket online [Watch our tutorial](#)

Would you like to cancel or change your tickets?

I want to cancel my tickets.

Note: This ticket's value cannot be used toward the price of a new ticket.

I want to change my tickets.

Note: Changes are not complete until you click "Book new flights". Once the change is complete you will be responsible for the following changes per ticket:

- Airline fee of \$150.00 USD
- Orbitz exchange fee of \$30.00 USD
- Additional airfare, if your new ticket costs more

What would you like to change?

Wednesday, July 14, 2010		Leave
Depart:	7:32 pm	Denver, CO (DEN)
Arrive:	8:30 pm	Phoenix, AZ (PHX)
<input checked="" type="checkbox"/> Date / time <input type="checkbox"/> Departure city / airport - Denver, CO (DEN) <input type="checkbox"/> Arrive city / airport - Phoenix, AZ (PHX) <input type="checkbox"/> No changes		

Wednesday, July 21, 2010		Return
Depart:	6:00 am	Phoenix, AZ (PHX)
Arrive:	8:45 am	Denver, CO (DEN)
<input checked="" type="checkbox"/> Date / time <input type="checkbox"/> Departure city / airport - Phoenix, AZ (PHX) <input type="checkbox"/> Arrive city / airport - Denver, CO (DEN) <input type="checkbox"/> No changes		

Customer >  
Driven  
Options

Find other flights

[Change](#) > [Review](#) > [Book](#)

1 Indicate the changes you would like to make

[Frequently asked questions about changing flights](#)

Wednesday, July 14, 2010		Leave
Choose a new date / time: Jul 11 <input type="text"/> Depart Anytime		
United Airlines 329		Economy
Depart: 7:32pm	Denver, CO	90% on time
evening	Denver International (DEN)	Boeing 757
Arrive: 8:30pm	Phoenix, AZ	1hr 58min
evening	Phoenix Sky Harbor Intl (PHX)	590 miles

Wednesday, July 21, 2010		Return
Choose a new date / time: Jul 20 <input type="text"/> Depart Anytime		
United Airlines 264		Economy
Depart: 6:00am	Phoenix, AZ	90% on time
morning	Phoenix Sky Harbor Intl (PHX)	Boeing 757
Arrive: 8:45am	Denver, CO	1hr 45min
morning	Denver International (DEN)	590 miles

Next: Select new flight options

[Find](#)

[Back](#)

< Flexible Itinerary  
Changes

# Open new channels. Streamline revenue collection.

## Enhances Revenue Collection

- Offers improved revenue collection through upselling
- Automated repricing significantly improves accuracy and efficiency in the collection of both fare differences and fee collections
- Eliminates revenue leakage caused by inaccurate change fee assessment

## Multiple Channels and Multiple Users

- Can be deployed across multiple channels, allowing changes to be made conveniently from web sites, mobile applications, call centers, and agent desktops
- Allows reservation and travel agents to reprice and make changes more efficiently and cost-effectively
- Empowers travelers to change their reservations online and view the cost of alternative itineraries

## Supports Industry Standards

- Delivers all public and private fares, fare by rule and constructed fares, and all sales restrictions, including ATPCO Categories 15, 25, 31, 33, and 35
- Supports all US/CA and international pricing principles, including Category 31 pricing logic, to ensure airline repricing rules are followed
- Uses current fares and historical fares covering two years of history (more upon request)

## Supports Flexible Architecture

- Provides industry-leading uptime and scalability
- Highly configurable and readily customizable

ORBITZ **M A T R I X**™ DISPLAY

My Search

NO FLIGHT BOOKING FEES  
+ PRICE ASSURANCE

UNBEATABLE VALUE

[Learn more](#)

Find flights by:

Airline	United Airlines
Stops	Price
Non-stop	\$233
1 stop	\$331
2+ stops	

Prices (in US dollars) reflect the cost to change per person, and include all taxes, fees and applicable fare difference.

Prices reflect the cost to change per person, and include all taxes, fees and applicable fare difference.

Sort flights by:

Lowest price | Departure time | Shortest flight

[Airport codes](#)

Change Search

None of these flights meet your needs?

[Search again](#)  
[Keep my flights](#)

Didn't see the change you want to make?

Call Orbitz Customer Service at 1-888-856-4546 and reference Orbitz record locator AF11010140H3RYE6 to make any other changes to your flight reservation.

If calling from outside the United States, call 1-312-416-0018.

Showing lowest priced flights (45 flights out of 250 total)

[See all 250 flights](#)

<a href="#">Continue</a>	\$233 USD	additional cost per person
Leave	Sun, Jul 11	United Airlines 385
	Depart: 9:50am	Denver, CO (DEN)
	Arrive: 10:36am	Phoenix, AZ (PHX)
	Non-stop	Economy   1hr 46min   Boeing 757   <a href="#">View seats</a>
Return	Tue, Jul 20	United Airlines 264
	Depart: 6:00am	Phoenix, AZ (PHX)
	Arrive: 8:45am	Denver, CO (DEN)
	Non-stop	Economy   1hr 45min   Boeing 757   <a href="#">View seats</a>

Intuitive Results Filters

Clear Payment Summary

Complete booking

Change > Review > Book

\*REQUIRED

1 Review trip cost

1 traveler - roundtrip

New airfare	\$192.40
Previous airfare	-\$139.40

Airfare difference	\$53.00
Airline change fee	\$150.00
Orbitz exchange fee	\$30.00

Total exchange cost \$233.00 USD

2 Review flight details

Total Trip Duration: 10 days / 9 nights

[View all flight details](#)

Sunday, July 11, 2010			Leave
Depart:	9:50am	Denver, CO (DEN)	Non-stop
Arrive:	10:36am	Phoenix, AZ (PHX)	
Tuesday, July 20, 2010			Return
Depart:	6:00am	Phoenix, AZ (PHX)	Non-stop
Arrive:	8:45am	Denver, CO (DEN)	

3 Provide Billing Information

If any information associated with the reservation is incorrect, the reservation is subject to cancellation. Some types of debit cards cannot be verified. If this occurs, enter another card to complete your booking.

[Add a new card](#)



ITA Software ([www.itasoftware.com](http://www.itasoftware.com)) is a leading provider of innovative solutions for the travel industry. ITA's QPX, a comprehensive airfare shopping system, is used by leading airlines and travel distributors worldwide including Alaska Airlines, American Airlines, Bing, Continental Airlines, Hotwire, Kayak, Orbitz, Southwest Airlines, TripAdvisor, United Airlines, US Airways, Virgin Atlantic Airways, and others. ITA is now offering a completely new airline passenger reservation system to improve the customer experience. ITA was founded by computer scientists from MIT and is headquartered in Cambridge, Mass., USA.

Contact ITA's Business Development team today to schedule an online or in-person demo, include ITA Software in your RFI or RFP process, or request additional information.

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