

Minsait introduces a solution to increase sales and client loyalty in the travel and tourism industry after covid-19

- **Promo Codes generates promotional codes that can be exchanged for discounts or other services in the event of booking cancellations or delays. This facilitates the company's gradual return to activity and guarantees incomes**
- **This tool also enhances sales in specific channels and makes it possible to measure results by campaign, promotional code or user. This facilitates personalized offers for travelers and simultaneously fosters recommendations of accommodation and destinations**
- **This initiative launched by Minsait is part of the current evolution of the company which has implemented solutions intended to adapt to the post-COVID-19 environment and to meet the new needs that tourism companies demand in this circumstances**

Madrid, July 2, 2020. Minsait, an Indra company, has launched its Promo Codes solution on the market, specially designed to increase sales in Tourism and loyalty and satisfaction from clients who are traveling at a time of crisis, such as the one which the sector is facing during the expansion of COVID-19 and the uncertainties regarding the gradual return to activity. The tourism market is the one that has been affected the most by the COVID-19 crisis on a global scale. However, the expected new transits and reservations create good expectations for a sector which, nonetheless, demands adaptation in record time to the situation caused by the virus and to the new operating models; in order to guarantee services and provide safety to travelers.

Promo Codes is a module that applies across the board to all travel and tourism companies; through it promotional codes are generated with features to handle swaps, such as effective dates or types of services, etc.; a kind of flexible discount that can be used as a deduction or as a voucher as a credit note due to a cancellation. In this way, the solution helps the companies resume their activities and protect income in the event of possible pulling out by customers at the last minute or cancellations due to fear of traveling, since it offers an exchange alternative that meets their needs and also guarantees the investment expected by the airline or establishment.

This tool in cloud mode is specially designed to attract new clients, increase sales and client loyalty and boost their satisfaction. It has remarkable features that make it a unique proposal for the travel and tourism industry as it encourages the recommendation of accommodations and destinations and creates personalized discounts for final travelers. As regards specific travel and tourism industries, both transport and accommodation and other restaurant services, Promo Codes promotes sales in specific channels and makes it possible to measure results by campaign, promotional code or user. With the system, promotions by dates of sale and stay can be defined, as well as specific days of the week; reservations to various types of travelers can also be promoted (such as couples or families); and it can share promotional codes a defined number of times.

"Tourism accounts for 10% of world GDP. Although it has been the most threatened sector by the Coronavirus crisis, its value is incalculable. For this reason, a period of uncertainty like the current one must also generate new opportunities for change and new models that help to grow. If before the pandemic, digital transformation was already important, now it has become essential to remain in the market", said Emilio Mora, director of Travel at Minsait.

Promo Codes are part of the Onesait Travel suite, Minsait's global package for the travel and tourism sector with which the IT company has adapted emerging technologies to new business processes, focusing on customer centralization, access and interconnection of devices and the digital transformation of

businesses, which have become key elements to evolve and increase competitiveness. In this regard, the Promo Codes solution joins other technologies that Minsait is adapting or developing to encourage activity in Tourism after the lockdown due to COVID-19, thus helping its companies to improve the level of security and the user experience with the most efficient and productive resources.

When it comes to the traveler or end customer, Minsait is working on new ideas to improve the digital check-in processes, as well as the digital management of the traveler life cycle, addressing a greater automation and control of the trip that allows travelers to enjoy all the services in safe and secure conditions and with capacities of efficiency and profitability for the supplying companies. Minsait's technological capacity has been essential to revitalize the travel and tourism sector in the post-Covid era, thanks to its commitment to agile and disruptive digitalization that reinforces digital channels, automates operations and prioritizes the security and safety of those who choose to travel.

About Minsait

Minsait, an Indra company (www.minsait.com), is a leading firm in Digital Transformation Consultancy and Information Technologies in Spain and Latin America. Minsait possesses a high degree of specialization and knowledge of the sector, which it backs up with its high capability to integrate the core world with the digital world, its leadership in innovation and digital transformation, and its flexibility. Thus, it focuses its offering on high-impact value propositions, based on end-to-end solutions, with a remarkable degree of segmentation, which enables it to achieve tangible impacts for its customers in each industry with a transformational focus. Its capabilities and leadership are demonstrated in its product range, under the brand Onesait, and its across-the-board range of services.

About Indra

Indra (www.indracompany.com) is one of the leading global technology and consulting companies and the technological partner for core business operations of its customers world-wide. It is a world-leader in providing proprietary solutions in specific segments in Transport and Defence markets, and a leading firm in Digital Transformation Consultancy and Information Technologies in Spain and Latin America through its affiliate Minsait. Its business model is based on a comprehensive range of proprietary products, with a high-value focus and with a high innovation component. In the 2019 financial year, Indra achieved revenue of €3,204 billion, with more than 49,000 employees, a local presence in 46 countries and business operations in over 140 countries.