



## Success Story



**A whole new suncountry.com**

### Sun Country Airlines relies on ISO for its new Website and Reservation System

Sun Country Airlines, an American airline and tour operator offering scheduled and charter flights as well as ad-hoc charters, chose ISO to create its new website and back-office systems. The new [www.suncountry.com](http://www.suncountry.com) offers an updated look, better navigation and content, and is accessible and appropriately configurable on any device – whether PC, laptop, tablet or smart phone.

For the first time ISO has implemented a complete e-commerce workflow based on its products Pacific, Internet Booking Engine, and Emerald.

#### Customer Voice

“We now have a leading-edge packaging engine that allows us to go to market in ways that others cannot or will not.

We at Sun Country are very fortunate to have found such a great partner.”

**Michael Warnken,**  
Senior Director of E-Commerce



## Starting Point & Task

Sun Country Airlines (SCA) had been operating two separate booking websites – one for flights, the other for packages. ISO's job was to consolidate these into one website offering everything: Flight Only and Flight & Hotel Packages, ancillaries as well as up- and cross-selling, web check-in, flight status checks and more.

Besides bringing together the various offerings, SCA had several other objectives, including the optimization of the reservation system and the integration of Ufly, frequent flyer reward program of Sun Country Airlines.

On the technical side, the solution had to perform well, be scalable and reliable, and offer connections to several sources including Sabre GDS Airline Partition, hotel and car rental suppliers.

To meet all these requirements, ISO suggested a solution based on its two core products, the reservation system Pacific and the Internet Booking Engine (IBE) as well as its customer relationship management software Emerald.



## Approach & Implementation

Sun Country chose ISO because they were able to sculpt their solution to meet the client's needs.

Combined, Pacific, IBE and Emerald offered 80% of the required standard functionality and could be configured with minimal effort. The other 20% of client-specific functionality could be customized and or added to achieve your competitive edge for SCA. ISO completed the offer a fully integrated call center and a web channel application specifically for airlines.

First, the ISO project managers conducted a business process analysis and fit-gap analysis together with the SCA team.

The project was then carried out using the agile development approach for web development over a period of about one year, involving the ISO teams Pacific and IBE.

### Technology

- Pacific with Sabre GDS connection to Airline
- Partition with Bundled Fare Families
- Ufly Frequent flyer integration when booking online to accumulate and redeem points
- Credit card interface with Credit card merchant solution Cybersource
- Rental Car connection to Enterprise to access inventory of Enterprise, Alamo, National
- Reporting concept for data warehousing
- CMS to run the website with features such as My Account for customers and travel agencies, Web Check-In, Flight Status – completely responsive design for mobile devices

### Results & Benefits

Sun Country Airlines now has a single, updated website for its customers, with its frequent flyer program Ufly fully integrated, and an up-to-date reservation system in the back-office.

The customers of SCA can now compare prices and offered up- and cross-selling options right on the first page. Other services like car rental, insurance, seat selection and purchase of bags and other requests are possible.

Furthermore customers can book on option and hold reservation with a deposit. They can also create a profile and come back to confirm, and pay partially or in full – with points, credit card or a combination of both.

#### Sun Country Airlines was able to achieve the original goals:

- efficiency in the call center by combining air only and package reservation staff
- more package bookings
- more ancillaries sales
- more redemption bookings (Ufly points can be redeemed)
- mobile user booking increase thanks to responsive design

#### Advantages beyond SCA's original needs:

- changes and improvements for our customers and travel agency partners
- a new travel agent and travel agency incentive program to make book Sun Country products, earning Ufly Rewards points
- a new deposit option for SCA's consumer direct bookings
- an improved Sun Country Vacations travel insurance product by including a price protection feature

- a new travel insurance product for air-only products
- a new, simpler cancellation and change policies as well as name change fees
- new standardized fees for premium seats and first class upgrades
- make first class upgrades

### Next Steps & Outlook

SCA plans to continue investing significantly into testing the current workflows and improving them based on customer feedback. Further steps will include the implementation of HBSI hotel content and the addition of Ufly management accounts for customers and travel agencies.

Sun Country Airlines plans on again partnering with ISO for more improvements and innovations in the future.

### Sun Country Airlines

Sun Country Airlines, founded in 1982, is an American airline headquartered in Minneapolis, Minnesota, and based at nearby Minneapolis-Saint Paul International Airport, where it is known as the Hometown Airline.

The airline operates scheduled and charter flights to 38 destinations throughout the Caribbean, the United States, Mexico and Costa Rica, as well as ad-hoc charters.

[www.suncountry.com](http://www.suncountry.com)





## ISO Software Systems Inc.

The North American ISO Software Systems Inc. and its German partner company ISO Travel Solutions are enterprises of the ISO-Gruppe and specialists in developing software solutions for tourism and aviation. Together the companies covers the entire range of tourism by offering self-developed products for tour operators, destination agencies, and other suppliers as well as for airlines. Our solutions are used by well-known clients all over the world.

The ISO-Gruppe, successful in the market since 1979, is a well-established factor in the fields of IT consulting, software development and related services. More than 400 permanent employees work at offices in Canada, the United Arab Emirates, Austria, Poland, and Germany.

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