

Next-Generation Airline Retail & Distribution Solutions

Maximise revenue, achieve targets and deliver exceptional customer experiences with our cutting-edge platform built for Customer-first airline retailing with Offers and Orders.

[Get in Touch](#)[Why Leading Airlines Choose Us →](#)

Next-Gen cCommerce Retail & Distribution Solution

Maximise revenue, achieve targets and deliver exceptional customer experiences with Connect Retail Distribution platform - built with airlines for airlines, airline retailing with Offers and Orders.

We'd like this section to come second instead of last. And make this the "Why leading airlines choose us →"

Join the airlines already benefiting from our next-gen Offer and Order management platform.

Our next-gen Offer and Order platform delivers measurable results that directly boost your bottom line.

- ✓ Increase ancillary revenue by 25%+
- ✓ Streamline multi-channel distribution
- ✓ Real-time inventory and PNR synchronisation
- ✓ Improve shopping conversion rates 15%+
- ✓ Enhance customer satisfaction scores 15%+
- ✓ Increase average shopping basket value 20%+

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Tangible benefits of choosing Retailair.

Our next-gen Offer and Order platform delivers measurable results. ~~that directly boost your bottom line~~.

- 3-5%+ conversion rates
 - 20%+ increased average order value
 - 60% customer retention rate
 - 25%+ ancillary revenue up-lift
 - 15%+ enhanced customer satisfaction score
 - 30% or less shopping cart abandonment
-

“Customer quote”

Why Retailaer?

Built for IATA NDC and ONE Order standards



Dynamic Offer Creation

Create personalized offers in real-time based on customer preferences and behavior



Instant Order Processing

Lightning-fast order management with seamless modifications and updates



Real Revenue Uplift

Proven results with measurable increases in conversion and ancillary revenue



Customer-Centric Design

Built around customer needs and experiences, not legacy systems

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- Streamlined multi-channel offer distribution and order management
 - Optimised shopping and checkout experiences
 - Sub-second response times and channel optimisation
 - Dynamic shopping basket with automated pricing rules
 - Innovative marketplace with unlimited product possibilities
 - Zero-down time with auto-scaling and load distribution
- Title: How it works
- Underline: Built on key retail driving principles

- Centralise the GiT button and make diamond gold
-

How it works

- Payment Orchestration**
Seamlessly manage payments from booking to settlement with full PCI compliance
- Customer Profiling**
Build unified customer profiles to deliver personalized experiences across all touchpoints
- Order Simplification**
Streamline complex bookings with ONE Order standard for all flight and ancillary services
- Dynamic Offerings**
Create personalized offers in real-time that adapt to customer behavior and preferences

[See Our Insights →](#) [← Back to Benefits](#) [Get in Touch](#)

Title: Key Retail Fundamentals

- Frictionless Payments: Seamless and PCI compliant settlement with local and global payment options to secure conversion rates.
- Unified Customer View: 360-degree view of each customer across all touchpoints to enable personalisation.
- Order Optimisation: Instant and simplified order processing for all products and services inclusive of refund and cancel.
- Dynamic Offers: Create relevant offers in real-time that adapt to customer behaviour, preferences and context.

Remove "See our insights" and "Back to benefits"

Unify GiT button to diamond gold

Solutions

We're transforming airline retailing with a next-gen customer-first Offer and Order Management platform with a state-of-the-art Marketplace.

Next-gen airline retailing with Offers and Orders and Marketplace - built with airlines for airlines.

Platform Overview

Retailaer transforms airline retailing with four integrated pillars that work together to maximize revenue while enhancing the customer experience.

Connect Retail Distribution platform is built on four pillars.



Dynamic Offers

Create frictionless relevant offers in real-time based on customer context, preferences and intent. Maximise customer satisfaction, increase conversion rate and boost average order value.

- ✓ Dynamic shopping basket
- ✓ Dynamic bundling and price adjustments
- ✓ Multi product type real-time offer generation
- ✓ Customer and Context-aware pricing

Create **frictionless** relevant offers in real-time based on customer context, preferences and intent. Maximise customer satisfaction, increase conversion rate and boost average order value.



Order Simplification

Streamline order management with retail design principles, and approach that reduces PNR dependencies with flexible, scalable order handling.

- ✓ Native Order-centric- not PNR or Super PNR centric
- ✓ Flexible order creation and modification
- ✓ Multi-PNR Orders – keeping travellers together regardless of split PNRs
- ✓ Real-time synchronisation

Order Optimisation Simplification

Streamlined order management with retail principles, an approach that reduces PNR dependencies with flexible, scalable order management.



Customer-First

Make use of customer data, bias display and implement advanced segmentation and profiling methods, inclusive of customer intent.

- ✓ Personalisation
- ✓ Customer behaviour
- ✓ Frictionless shopping and purchasing
- ✓ Product presentation rules

Unified Customer View Customer-First

Make use of customer data, bias display and implement advanced segmentation and profiling methods, inclusive of customer intent.

- Place boxes 2 by 2 in web browser view
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Marketplace

Connect your preferred partners and allow them to co-habit in the marketplace and allow for offer creation with inventory- and non-inventory-based products together. Deliver tailored offers, bundling, upsells for marketplace monetisation and better customer lifetime value.

Connect your preferred partners and allow them to co-habit in the marketplace and allow for offer creation with inventory- and non-inventory-based products.

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Multi-Channel Distribution

Supports multi-channel distribution and control



Partner Aggregation

Aggregates products and services from multiple partners giving customer a diverse choice in one platform



Simplified Integration

Simplified partner integration and management



Revenue Generation

Revenue generation through commission and fees

Multi-Channel Distribution

Multi-channel content distribution and pricing differentiation.

- Change icon to more fitting multi-channel

Partner Aggregation

Seamlessly integrate and aggregate products and services from multiple partners giving customers choice.

Simplified Integration (remove box)

~~Simplified partner integration and management~~

Revenue Generation Uplift

Generate revenue through commission and fees.

Retailaer Connect Retail Distribution

Empower your airline with future-proofed retailing capabilities that drive revenue and customer satisfaction in every channel. It's time to say good bye to generic offers, and say hello to relevant offers in every channel.

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For Consumers Travellers

Sell flights and ancillary offers, incorporating content from your partners to create a customer-centric experience.

For Corporates

Present offers designed for small to medium sized businesses with the capability of an incentive program, a one stop shop for orders and account management.

For Agencies

A central hub, including order servicing, upselling and cross-selling including renumeration.

For Call centre

Let your call center be an integral part of your sales strategy, equipped with tons of capabilities, your agents don't need to know PSS functions.

For Mobile

Available for customers on the move, get deals and offers, place and manage orders and preferences on-the-go.

For Self-servicing

Lets customers manage their orders, and offer them deals based on the current order and previous purchase history.

For Holidays

Give your customers a dynamically packaged experience at the time of shopping and placing order.

NDC For Aggregators

Distribute optimise offers and order with IATA industry-standard compliant NDC API.

For Airline Staff

Implements the same look and feel for your own staff as for your customers and benefit from understanding the customer experience.

About Retailaer

We're transforming airline retailing with a next-gen customer-first Offer and Order Management platform with a state-of-the-art Marketplace.

Brighten the text

~~We're transforming airline retailing with a next-gen customer-first Offer and Order Management platform with a state-of-the-art Marketplace.~~

A team lead by a former airline executive, building airline retailing tech with airlines for airlines, defining the next-gen eCommerce solutions with Offers and Orders.

Our Mission

To empower airlines with modern retailing technology that puts customers first, drives revenue, and unlocks new opportunities in the evolving travel landscape.

Founded with a vision to modernize airline retailing, Retailaer has spent over a decade building the most advanced Offer and Order Management platform in the industry. We believe that the future of airline retailing is customer-centric, data-driven, and built on modern technology foundations.

Our platform replaces legacy PNR-based systems with flexible, scalable order management that adapts to how customers actually want to shop, book, and manage their travel.

Our Mission

To give airlines a modern system to reduce PNR-dependency with flexible order management that matches how customers shop, book, and change travel — today and in the era of agentic AI.

What we do

Over a decade, we've built on third-gen eCommerce for airlines, an Offer and Order Management platform, that handles payments, customer data, dynamic offers and order servicing without legacy limits. Airlines use it to sell bundles, ancillaries, and partner products across channels while tracking everything in one order record.

Why it works

This setup cuts distribution costs, enables frictionless payments, and lets airlines personalise offers based on customer data — increasing revenue from better conversion and loyalty. Retailaer Connect Retail Distribution platform allows airlines to remain on their PSS and classical documents while ensuring business processes remains intact.

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Our Commitment

To Airlines

We're committed to helping you maximize revenue, reduce costs, and deliver exceptional customer experiences that build loyalty and drive repeat business.

To Passengers

We're committed to making travel shopping and booking simpler, more transparent, and more personalized— putting you in control of your journey.

To Partners

We're committed to building lasting partnerships based on mutual success, transparency, and continuous innovation.

To Innovation

We're committed to staying at the forefront of travel technology, continuously evolving our platform to meet emerging needs and opportunities.

Brighten text

- Remove Email Us

Ready to Transform Your Airline Retailing?

Let's discuss how Retailaer can help you drive revenue, enhance customer experiences, and stay ahead of the competition.

[Get in Touch](#)

[Email Us](#)