

Comair to implement new CSS reservations system

Comair Limited - Southern Africa's largest private airline operator - is to implement a new customer sales and service (CSS) reservations system. Comair Limited is a JSE-listed South African aviation group operating British Airways in southern Africa, as well as Africa's first low fares airline kulula.com.

The airline is to install a CSS suite that includes inventory management and check-in systems, and also a marketing and planning suite that provides commercial planning systems to manage schedules, pricing and revenue - as part of an aggressive strategy to improve efficiencies and increase revenue.

According to Stuart Cochrane, Comair's executive manager - business processes, the new system "will make our business more efficient leading to better margins and ultimately more able to adapt to the ever changing landscape within the airline environment."

Comair Limited said its decision to move to the new system was based on the trusting relationship it had formed with Sabre Airline Solutions - the system's manufacturer. "We have found a business partner that can assist in supporting our growth strategy," concluded Cochrane.

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