

# Your flights booked ... everywhere

## Travellers book more where they discover.

The UBIO Automation Cloud can perform any transaction humans can do online. We can train it to book on your airline. We call this Robotic Transaction Automation. Aggregators get APIs for booking with you. You don't need to do any integration. It's compliant and secure. All we need is your website.

### UBIO Automation Cloud

UBIO has built the cloud platform to perform web automation at scale.

We give aggregators, transactional APIs to book online. We provision a pool of worker robots which execute transactions on your existing platform.

Your users discover, UBIO transacts.

- No integration required
- You get all user data
- Fully secure and PCI compliant

### Engaged travellers

Your customers prefer to book where they discover.

We give aggregators the full transactional experience so customers stay and book.

- Better aggregator engagement
- Efficient use of marketing spend
- Improved conversion

## UBIO Automation for Flight booking

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# How does Robotic Transaction Automation work?



1. Travellers discover the way they do now



2. When they're ready to book they do so directly on the aggregator



3. Our robots book on your website in the UBIO Automation Cloud



4. Payments are fully PCI compliant



5. You keep the full customer relationship

The buying relationship remains with you. You retain the customer data, and communicate directly with them.

## What can I expect to achieve?

Direct booking on the aggregator means better conversion and more efficient use of that acquisition channel. We currently see conversion uplifts upwards of 25%.

### Do I need to integrate?

No. You don't need to do anything. We train our robots to interact on your website.

### Who owns the customer?

You do. Nothing changes this relationship. They effectively book directly with you.

### Do you just book flights?

No, we also automate ancillary products for a trip, like seats, meals, baggage and insurance. Plus other products like hotels and car hire.

### What about my brand?

The aggregator will communicate it to customers when they book. And you're in control of confirmation messages and remarketing.

### Is the process secure?

Everything is encrypted, PII is not retained and payments are PCI compliant.

### What about compliance?

We return pricing, opt-ins and any other information to the aggregator so their journey is as compliant as it is on your website.

### What if we change our website?

Service continuity is designed-in. We monitor 24/7 and re-train our robots. Generally we can cope with minor changes with no need to intervene.

### What will it cost us?

Nothing. We take a commission from the aggregator. You benefit from their conversion increase.

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