SITA HELPS IRAQI AIRWAYS OPEN GLOBAL RESERVATION CONTACT CENTER

News / Airlines



With the help of global aviation IT provider SITA, Iraqi Airways has opened its new reservation contact center in Amman, allowing the airline to better manage its reservations across 13 countries. The center will be operated by SITA.

As the airline continues to rebuild its international business, it requires reliable infrastructure that allows it to manage it reservations globally and at home from a single reservation center. It also needs to accommodate a growing demand from passengers for multi-channel support, including voice, email and chat.

Leveraging SITA’s Unified Communications portfolio has allowed the airline toconsolidate voice, data and audio into one platform while the cloud-based infrastructure delivers secure, reliable connectivity which effectively links the airline to its far-flung destinations. With SITA’s global presence in more than 200 countries and territories as well as more than 1,000 airports, it was possible to connect all 13 destinations seamlessly to the central reservations center.

Having SITA’s Horizon® Passenger Management & Distribution system already in place, Iraqi

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Airways was also able to integrate the new center with the airline's reservation, ticketing, e-commerce, inventory and departure control systems. Using a new-generation graphical interface, agents are quickly and speedily able to make or change bookings.

As part of the management agreement, SITA recruited all agents and trained them to use the various elements of the passenger services system.

Osama Al Sadr, CEO of Iraqi Airways, said: "As we continue to expand of our network across the globe, we needed a world-class reservation center that could assist our passengers across our network 24/7. SITA was able to quickly provide us with a global presence with a fully-trained team. It also ensured that the center was able to accommodate our future growth as our network and operation continues to expand."

Hani El-Assaad, SITA President, Middle East, India, and Africa said: "SITA's global presence and infrastructure made it possible to quickly develop a reservation center to support Iraqi Airways' international network expansion. We understood, as an emerging airline, they needed a solution that was both world-class and efficient. That helped us deliver a solution that fits and supports their business."

The reservation center will be manned by agents who are able to assist passengers in English, Arabic and Kurdish.

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