



Instructor-Led

Amadeus Traveler DNA - Customer Knowledge Center (CKC)

This course provides an overview of Amadeus Traveler DNA solution focusing on the Customer Knowledge Center (CKC). With practical hands-on exercises, retrieve and maintain Traveler DNA profiles retrieval and maintenance in 360°View as well as create and maintain segments in Segmentation Studio.



On this course, you will learn how to:

- > Log in to Amadeus Travel DNA via Amadeus Anytime Merchandising & Travel DNA application.
- > Manage and customize passenger profiles..
- > Define and maintain passenger behavior segments.



This course covers the following topics:

- > Traveler DNA product overview
- > Traveler DNA product scope
- > Traveler DNA profiles
- > 360°View application
- > Traveler DNA profiles maintenance
- > Segments
- > Segmentation Studio
- > Segments maintenance



Certification:
No



Duration:
6 hours



Language:
English



Level:
Fundamentals



Pre-requisite:
Yes



Prework:
No



Is this the course for you?

This course is for:

- > Airlines in Amadeus PSS.
- > Airline administrators dealing with system database, marketing, customer relation, and customer services.



Things you need for this course

Pre-requisite:

- > Basic understanding/knowledge about PNRs
- > High-level knowledge of airline business processes (e.g. reservation&ticketing / passenger acceptance / disruption)



How the course is organised

- > A virtual training session of 6 hours (or two three-hour sessions)



What equipment do you need?

View our [instructor-led requirements](#).



The last few details...

- > To schedule a customised session, please contact: learning@amadeus.com
- > Last update: October 2024