AMADEUS

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 maintenace

Certification:	Duration:	Language:	Level:	Pre-requisite:	Prework:
No	6 hours	English	Fundamentals	Yes	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