



WHAT'S UP WITH VERTIS AVIATION APP

News / Business aviation



Vertis Aviation App was launched back in May during EBACE. Almost two month of every day use gives a positive feedback - more than a hundred users have signed up, enjoying the easy to use interface to get charter quotes, empty leg alerts and seat only booking options.

Led by users from the U.S.A., where Vertis recently opened a new office in Boston, customers from Switzerland, the U.K., France and Germany have been regularly logging on to search for charters. Averaging a visit of once a week the initial trend is for ad-hoc charter requests, 10% of which have converted to fixed bookings, confirmed with the Vertis charter team.

The *Empty Leg Watchlist* alert is proving popular with a significant number of European users signing up for the service which gives instant access to competitively priced charters on aircraft repositioning or returning empty to its home base. The most popular alert so far has been for London to Ibiza flights.

The ability to book individual executive jet seats with Austria-based JetClass is also stimulating interest as the *Book Seat* feature, unique to the Vertis Aviation App, enables users to join an existing business jet flight at rates competing with business class fares. Vertis has upped the number of JetClass routes available to App users since launch and is now offering seats on jets regularly flying between, Nice and Olbia, Nice and Zurich and Nice and Luxembourg. Seat only places are now available between these cities as well as routes serving Geneva and Milan.

A year in the making, the App has been welcomed by users for its intelligent application of digital technology to supplement personal service. “We have seen that customers still want the boutique characteristics of the company but are also valuing the convenience of being able to search for charter from their own mobile digital devices when it suits them,” said Julian Burrell, Chairman of Vertis Aviation. “We continue to provide them with personal advice and recommendations and manage the charter with the same high levels of service as we have always done. The App is serving to make the whole process even more seamless and enhances the customer interaction with the business.” The free Vertis Aviation App is available through the App store for Android and IOS platforms.

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