SKY PRIME AVIATION SERVICES DEPLOYING SITA'S NEXT-GEN PSS

News / Business aviation

Saudi private aviation services company, Sky Prime Aviation Services, is to deploy SITA's next-generation passenger services system (PSS) to manage its new VIP flight service being introduced to its premium passengers.

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Targeted at the region’s premium traveler, the success of the new service relies heavily on providing the very best customer service each step of the journey, from the moment a passenger makes a booking to when they leave the aircraft.

SITA has worked with Sky Prime to understand the aviation group’s new flight program to ensure the group is able to deliver a world-class passenger experience. Leveraging the functionality of the Horizon Passenger Management and Distribution solution, SITA will provide a broad portfolio,

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ranging from a leading-edge mobile platform which allows passengers to book and manage their flights directly from their smartphones and tablets to ensuring a smooth and on-time departure. All systems are interconnected in real time to one database, providing instant access to any required service.

SITA recognises that a successful journey starts with the first step. iTravel and Reservations make it possible for passengers to book and manage their flight through a variety of channels – via a call centre, website or mobile application – delivering a uniform experience across all platforms. Horizon Loyalty will enable Sky Prime to provide tailored treatment to each of their VIP customers while seamlessly integrating their loyalty program with the service's reservations and departures systems.

A memorable passenger experience is dependent on the smooth passenger operation. Here the Horizon platform will help Sky Prime manage every aspect of their passenger operation and ensure quick and efficient boarding and departures through SITA's Departure Control Services. At the same time, Horizon Weight & Balance will support planning by centralizing and streamlining Sky Prime's operational processes on the ground, improve safety and enable greater fuel efficiency.

Salem Abaid Al Muzaini, CEO of Sky Prime, said: "As Saudi Arabia's leading private aviation operator, we have customers that demand the very best experience from the moment they make their booking to when they leave the aircraft. SITA has recognized our unique requirements and through the Horizon® platform are able to provide a solution that positions Sky Prime as the best aviation services company in the region."

Ibrahim Saleh, SITA Vice President Sales for Middle East & North Africa, said: "Our Horizon platform is used by more than 100 airlines across the globe. Yet its flexible infrastructure is able to meet the unique requirements of each airline, no matter what their operating model or size. This has allowed us to help Sky Prime position themselves as the region's best private aviation operator."

Sky Prime provides a wide range of services including in-house maintenance and technical support, ground support and consultancy services as well as aviation project and airport management.

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