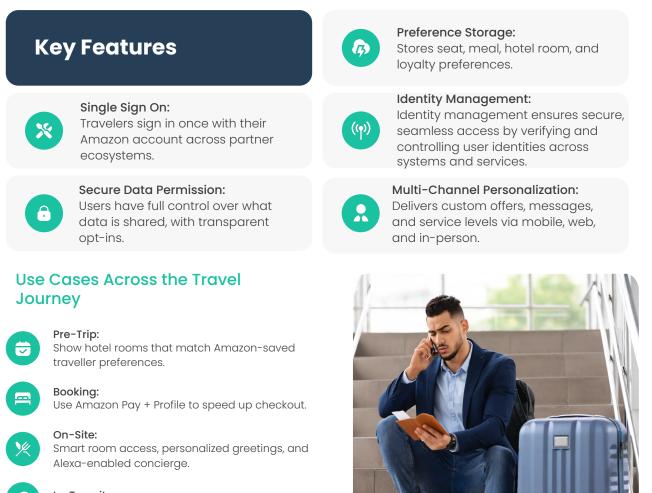AMACH | aws

Amazon Universal Profile for Travellers Seamlessly with Amach's Cloud-Based Solution

Deliver Seamless, Personalized Travel Experiences with Amazon's Data-Driven Identity Platform

Amach delivers The Universal Profile is Amazon's smart traveller identity solution that enables personalized, frictionless travel experiences across airlines, airports, hotels, car rentals, and tourism services. It empowers businesses to recognize and serve travellers with relevant data at every touchpoint — securely, ethically, and in real-time.

Key Results with

Key Features

Single Sign On:
Travelers sign in once with their Amazon account across partner ecosystems.

Secure Data Permission:
Users have full control over what data is shared, with transparent opt-ins.

Preference Storage:
Stores seat, meal, hotel room, and loyalty preferences.

Identity Management:
Identity management ensures secure, seamless access by verifying and controlling user identities across systems and services.

Multi-Channel Personalization:
Delivers custom offers, messages, and service levels via mobile, web, and in-person.

Use Cases Across the Travel Journey

Pre-Trip:
Show hotel rooms that match Amazon-saved traveller preferences.

Booking:
Use Amazon Pay + Profile to speed up checkout.

On-Site:
Smart room access, personalized greetings, and Alexa-enabled concierge.

In-Transit
Airline push notifications based on user identity.

Post-Trip:
Trigger personalized reviews and reward programs.

Integration Benefits for Travel Providers

The solutions provide airlines/airports with quick-response capabilities by:

€ **Enhanced CX** - Recognize loyal Amazon users and serve them with personalization from booking to checkout.

€ **Faster Check-ins & Upsell** - Pre-fill traveller info, accelerate check-in, offer targeted upgrades.

€ **Lower Abandonment Rates**Reduce drop-offs with 1-click Amazon login and saved traveller details.

€ **Cross-Sell Opportunities** - Gain insights to partner across categories (e.g., parking, hotel + Amazon Prime travel perks).

€ **Trust & Security Leverage** Amazon's brand to increase customer confidence in data sharing.

The solutions provide airlines/airports with quick-response capabilities by:

✈ +25% higher conversion rate for logged-in Amazon users

🍴 -35% faster check-in time via pre-filled identity

€ +40% increase in loyalty engagement with personalized promotions

Ready to Learn More?

Enhance Passenger Satisfaction and Optimize Your IROPs Management with Amach's Cloud-Based Solution.

Contact us today to discover how we can help you accelerate revenue and streamline IROPs management with our automated cloud-based solutions.

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