



Opodo announces Berlin-based support centre for German online travel service

London, August 1, 2001 – Opodo, the online travel service created by Europe’s nine leading airlines, has announced that Berlin will be home to its first call centre to support its specially tailored German website, Opodo.de, which is set to launch in December this year.

Opodo is now recruiting to find highly experienced travel and customer relations agents for its new Berlin support service, as part of the company’s initiative to provide a tailored online travel service unlike anything else currently on offer.

Giovanni Bisignani, CEO of Opodo said: “Our research has shown that European travel consumers have been yearning for the type of service whereby they can book online and still have the option of speaking to a travel or online specialist at their local Opodo call centre if needed. “We had the choice to provide one central call centre for all of our European sites but in our bid to offer truly independent, tailored services, we are committed to providing travellers with native language speakers and specialist local knowledge should they need help and advice when booking on our site.”

Mr Bisignani said the call centre would not work to time limitations, with Opodo support centre staff offering customers the time to expand on information or to talk them through the process of booking.

Mr Bisignani added: “The launch of our call centre in Berlin underpins Opodo’s commitment to personalised customer service. We have gone to great lengths to develop a network of truly localised websites, with specific products and services tailored to each market, to make Opodo a clearly unrivalled travel service in Germany and throughout Europe.”

In addition, Opodo has also announced the testing of its site using 26 native German speakers who will spend the next two months providing Opodo with direct feedback about how to best provide a site for Germany.

Opodo’s Berlin call centre will be open 24 hours a day and seven days a week. As a special feature, a call back service will enable customers to request that an Opodo travel expert rings them back at a time convenient to their needs.” Dedicated call centre strategies are being developed for each of Opodo’s European markets.

Opodo’s customer relations advisers will be selected based on their travel knowledge, qualifications and experience. Opodo’s staff will participate in

industry-leading customer care training programmes and will have a choice of shift duty.

Job opportunities with Opodo are currently being advertised on the company's corporate website: www.opodo.com.

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Notes to editors

A recent survey of 2,000 European consumers who registered with Opodo.com has revealed that a simple secure site was the most important part of their needs when booking holidays or business trips.

Of people's top five wants for a travel service, almost 85 per cent of respondents said they wanted a fast, quick and easy to use site; 83 per cent stated security; competitive prices ranked third (75%). 44 per cent of people believed travel advice and a large product range were also important.

About Opodo

Opodo is a new online travel service created by Europe's nine leading airlines - Aer Lingus, Air France, Alitalia, Austrian Airlines, British Airways, Finnair, Iberia, KLM and Lufthansa. Opodo addresses the real needs of today's traveller by offering an unbiased and competitively priced online travel service for world travel, with access to flights from over 480 airlines, 54,500 hotel properties and car rental from over 23,500 car rental locations worldwide, as well as travel insurance. Headquartered in London, Opodo aims to become a leading provider of online travel and operates independently from its airline shareholders. Further information about Opodo is available at www.opodo.com.

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