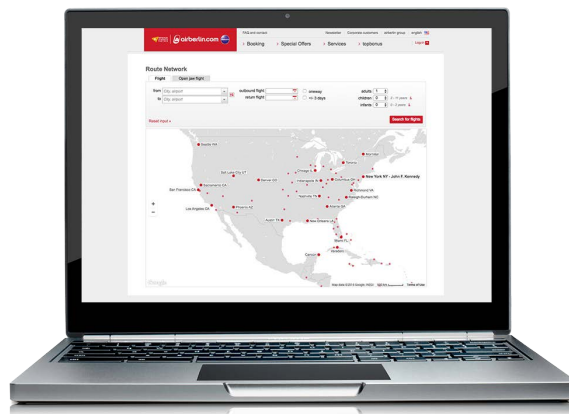


# Straightforward, modern, and interactive: airberlin introduces a new route map based on Google Maps



## The company

airberlin is one of the leading airlines in Europe and flies to 171 destinations around the world. In 2013, Germany's second largest airline transported over 31.5 million passengers. Thanks to a strategic partnership with Etihad Airways, which has a 29.21 percent share in airberlin, and its membership in the oneworld® airline alliance, airberlin offers a global network of routes. The airline with award-winning service operates codeshare flights with 17 airlines worldwide. The fleet has an average age of five years and is one of the most modern and eco-efficient in Europe.



## The challenge

airberlin has offered an interactive route map since 2006. This map allows customers to both check existing flight connections and begin booking a flight. In its constant efforts to find the best possible user experience for its customers, the airline saw the need to make the map more user-friendly. The primary reasons for this were that the previous interactive solution, a technology based on Adobe Flash, did not offer users much flexibility and required a great deal of maintenance. It also had no “touch and move” or zoom functions. This meant that users could not control the map functions on the touchscreens of mobile devices simply by swiping their fingers on the screen. It thus became essential for airberlin to look for a modern technological solution that would not require a great deal of time and effort to maintain and service.

## The solution

In order to meet the needs and wishes of its customers, airberlin decided to use Google Maps API in December 2013. The extensive customization options available in Google Maps and the intuitive, simple operation of the map solution were the decisive factors that

convinced airberlin to implement this interface. cbc design, a Berlin-based multimedia agency, assisted airberlin with the implementation. “Aside from our website, the majority of our customers are already familiar with Google Maps from their personal use. This means that customers instantly know how to use our map based on Google Maps,” says Fabian Möscher, E-Commerce Business Development Manager at airberlin. Möscher notes that with the introduction of the Google solution, panning and zooming within the map is now possible. This technology also makes it possible to display pulsating destination points as well as the IATA airport codes, which are used to abbreviate airports, airfields, airlines, and aircraft models. Furthermore, when a destination is selected, the new map contains information on the weather and local time.



---

## About Google Maps API for Work

Using the corporate solution Google Maps API for Work, companies can embed fully interactive Google Maps into their publically accessible and internal websites. Google Maps API for Work helps customers and employees to make the right business and purchasing decisions, since important information can be displayed on a familiar map. The interface is one of the most popular map solutions in the world. While the normal Maps API contains the same interactive and user-friendly functions, Google Maps API for Work offers additional functions for using map solutions that are important to companies and organizations:

- Use of advanced geocoding functions with a larger volume and higher speed
- Integration of Google Maps with secure content by transmission via https
- Usage reports across various domains
- Monitoring of ads shown on the maps
- Support and service options

More information:

[www.google.com/work/mapsearch](http://www.google.com/work/mapsearch)

---

## Results

With the help of the newly deployed Google Maps API, airberlin is now able to display its route expertise in a better and clearer way. It can also show selected routes in an appealing way during sales promotions.

Implementing this new product meant that employees needed only a short introduction to the Google Maps interface and Analytics for Maps API for Work. Google’s analysis tool gives airberlin employees anonymous information about how customers interact with the map. “Ever since the new route map was launched on airberlin.com in December 2013, the number of visitors to this interactive map has grown by more than 50 percentage points,” Möscher says. Not only the number of visitors has risen, however; the average amount of time spent on the site has also increased by around 25 seconds. Use of the new map solution is also significant from an economic standpoint.

“We have been able to increase the percentage of flights booked via the route map by more than 40 percent. In the future we are planning to integrate prices into our map—similar to Google Flight Search,” Möscher explains. The goal is to make the route map even more attractive for customers.

In the future, airberlin is also planning to incorporate the map directly into its homepage so that users can find it quickly and plan their trip as effectively as possible.

