

CT's NDC Messaging explained in one page

The core messaging framework for CT's New Distribution Capability (NDC) solution

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Core positioning statement

Corporate Traveller makes NDC simple, practical, and reliable for growing businesses -bringing fares and extras like seats and bags into one place, and only switching them on once they're proven to work end-to-end.

Core value proposition

Future-ready with NDC: Tested and reliable fares that work for your business. More choice, more extras - all in one place.

Competitive differentiators

- #1. Deep industry expertise and strong partnerships
- #2. We make airline change feel easy (no jargon, no homework)
- #3. We keep investing so your travel stays ahead
- #4. Introduced gradually, with customer readiness in mind
- #5. We only switch on what works (quality & quantity)

Elevator pitch

At Corporate Traveller, **we don't just switch NDC on** - we make it work for your business. Every fare and extra is checked end-to-end, so your travellers book with ease and your business saves with confidence.

Messaging pillars

For a comprehensive set of messages, see the NDC Messaging 101 Guide.

NDC fares you can count on

Key messages:

- Quality over quantity:** we don't enable everything; we enable what's useful and reliable.
- Tested end-to-end:** from booking and payment to changes and cancellations, so things work first time.
- Less admin, fewer complaints:** smoother journeys for travellers, less stress for bookers.

Trusted NDC guidance backed by industry expertise

Key messages:

- Plain-English support:** we explain what's changing and what it means for your business.
- Partnerships that keep you one step ahead:** our relationships with leading airlines and technology providers mean new content reaches you only when it's proven to work, keeping your programme flexible as the market evolves.
- Rolled out with care:** introduced step-by-step so it enhances travel instead of creating extra work.

We test everything before you book it, so it actually works

Key messages:

- Only switched on when it works:** every fare and extra is tested end-to-end before you see it, so nothing breaks in your booking flow or creates unexpected admin.
- Travel stays simple:** we handle the complexity behind the scenes, so your travellers and bookers don't feel disruption.
- More airline choice, all in one place:** fares plus extras like seats and bags, without the hassle of shopping around.