

Enhancing end-user experience through unique Business Process Management solutions



SITUATION

Building a high degree of customer satisfaction and delight by offering quality value added services.

IMPACT

Loss of revenues from missed opportunities and dilution of brand equity among loyalty customers.

RESOLUTION

Our strong technical capabilities and rich domain expertise helped our customer to quickly introduce innovations to its customer service, thereby improving the flying experience.

The Customer

One of the world's oldest operating airlines, headquartered in Europe, with 7500 employees supporting flying to more than 70 destinations around the world.

Challenges

Like most airlines, our customer was seeking to deliver a superior customer experience to its flyers while also finding new sources of revenue. To do this, they had to quickly and efficiently introduce new products and services to enhance the flying experience. In parallel, they were also keen to find innovative ways to improve the passenger load factors, reduce liabilities of loyalty point accruals and increase revenues.



Solution

ITC Infotech partnered with the airline to provide innovative solutions. It leveraged a Business Process Management (BPM) engine to develop innovative solutions focused on addressing the challenges.

- The Mobile Upgrade Service is an automated system that encourages flyers, while they wait for their departures, to redeem their loyalty points for an upgrade. Passengers eligible for upgrades are identified based on predefined rules. The platform sends an interactive text message to the identified passenger's cellphone using process orchestration as BPM solution. The delivery of the text message is timed appropriately, based on departure time. Upon receiving the text message, the passenger can respond with a simple text message to take advantage of the upgrade, and the system completes the upgrade process automatically. This service not only enhances the flying experience, but also helps the airline reduce its liability of accrued loyalty points.
- Another service built for the airline was to improve customer notifications, not only to enhance the flying experience but to also better communicate during flight disruptions. Customers that are booked on flights receive up to 4 emails prior to their departure with information on their flights, the services provided at the airport as well as tips on the city they are flying to. All emails are generated using different marketing sources. About 60000 new instances are created every day by the BPM engine, used for each flight of the customer (almost 300 flights per day).
- New processes have been introduced for end-customer notifications which include pre-departure notification and delayed baggage notification. Another innovative notification services targeted specifically for transfer passengers at the airlines' major operating airport informs eligible passengers about spa services which can be redeemed against loyalty points.
- Ancillary offer platform: In addition to the airlines booking engine, ITC Infotech has created an alternate platform for the airlines to sell offers to customers. These offers are open to all - the general public as well as loyalty members.

Highlights

The intuitive 'Mobile Upgrade' solution architecture was recognized for the one-of-its-kind implementation in a Business Process Management project and won ITC Infotech the Architecture Excellence Award by iCMG.

Benefits

- Immediate return on investment through increase seat utilization and reduction of under-load in higher-service classes on all its flights
 - Over 23% conversion rate in long haul flights
- The introduction of push notifications has resulted in an increase in the number of offers being converted into a sell
- The airlines is witnessing an increase in self-service, minimizing staff effort decrease in support costs
- Introduce products & services quickly and efficiently by reducing costs and time associated with workflow deployment and process integration

ITC Infotech's Loyalty Practice

ITC Infotech offers CRM solutions and services globally to clients across a wide variety of products such as Siebel, CRM OnDemand, Peoplesoft, OBIEE/Analytics, among others. A Platinum level member of Oracle PartnerNetwork, ITC Infotech has implemented Siebel Loyalty for the airlines industry, for the hospitality industry and for a coalition loyalty program encompassing hospitality & retail companies; and provided BPO services using Siebel CRM & Loyalty platform. The company's Oracle CRM Practice has expertise in Sales, multi-channel Marketing, Services/Call center, across industries.

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