



Increase customer satisfaction through customer centric sales and service

IBM Smarter Planet initiatives



Highlights:

- Optimize costs through significant reduction in marketing & transaction costs as well as workforce transformation
 - Consistent, timely and relevant information ensures better service delivery which enhances customer experience, leading to customer loyalty and repeat purchase
 - Increased revenues as a byproduct of customer satisfaction
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Customer interactions and business transactions are changing for the Airline Industry

Proliferation of social networking, adoption to digital channels, and increased mobility is rapidly reshaping the customer interactions for the Airline Industry. Our analysis of leading carriers has shown that today's customers are aware, well-informed and can make intelligent choices based on analytical data and insights. They acknowledge that customers rely more on self-service models, riding on growing economies and improved access to the technology. This 'self-service' marketplace scenario has substantially reduced suppliers' bargaining power, forcing them to innovate and transform their customer's travel experience to stay competitive and grow.

Transforming the travel experience

In pursuit of transforming the travel experience for their customers, today's airline companies need to find answers to the critical questions:

- How to effectively manage multiple marketing, sales and service channels?
- How to deliver consistent customer value across all channels?
- How to keep abreast of constantly changing customer preferences and behaviors?
- How to understand increasing diversity in customer segments?
- How to tap the use of social media and collaborative decision making?
- How to analyze and predict changes?
- How to implement solutions that go beyond the organization's control?

Any significant transformation of the travel experience can only be possible when airline companies optimize their customer centric capabilities.

The need for optimizing customer centric capabilities

Forward-thinking companies have to act now to make the transition from emphasis on operational excellence to a strategy that is more focused on the customer. Airlines have to channelize their future investments targeted at playing a greater role in the overall travel ecosystem to deliver greater value to customers. The challenge of maximizing customer experience has created a need for linking intelligent business processes with value fulfillment touch points. Companies need to leverage analytics and insights to strengthen and rebuild customer relationships to maximize value for each traveler.



Refocusing on the customer

According to the recent study from IBM Center for Applied Insights, there are four ways in which airlines can refocus their strategy to serve customers better. These are key value drivers that can be used to gauge the effectiveness of investments in a customer-centric strategy:

- Create perceived value with services that feel like perks, not penalties – for example, better meal choices based on preference, or seamless and convenient service via whatever channel the customer wishes including phone, email, text, web or personal interactions with agents.
- Use a deeper knowledge of the customer to deliver a better overall experience. By anticipating needs, understanding what passengers are going through and getting the basics right, airlines can impress their customers with a high level of attentiveness and care.
- Expand the airline's role and engagement with the customer and generate loyalty by helping to make the entire journey – not just the flight – more convenient and pleasant.
- Pursue technology-related productivity improvements such as self-service and mobile check-in systems that reduce staff workloads. Put measures in place that can improve perceptions of value while saving money.

When considering how to achieve these goals, it should be recognized that there is a high degree of leverage possible. Relatively small investments in technology can make big differences in customer perception. The key is to target competencies that drive a deeper understanding of customers and the airline's interaction with them

IBM Customer Centric Sales and Services Business Value Accelerator

IBM Customer Centric Sales and Services Business Value Accelerator is a cost effective and efficient way to deliver consistent rich functionality across multiple channels to transform the travel experience and optimize the customer value. The solution helps airline companies:

- Increase visibility of customer information, improve customer loyalty and retention, and accelerate revenue
- Achieve a single, comprehensive view of all customers, across all channels/touch points
- Access customer profiles & contact information from any system across the organization
- Ensure seamless customer interactions across channels/touch points to provide consistent levels of service
- Direct interaction with the customer to better understand their requirements
- Reduce operational cost by offering self service options
- Implement multichannel feedback and deploy customer value based remedies/offering
- Leverage automation technologies (Self-Service, Kiosk, Web) to improve customer service convenience and efficiency
- Reduce overall marketing costs by improving campaign effectiveness and minimizing customer defection

The right partner for a changing world

At IBM, we collaborate with our clients, bringing together business insight, advanced research and technology to help give them a distinct advantage in today's rapidly changing environment. Through our integrated approach to business design and execution, we help turn strategies into action. And with expertise in 17 industries and global capabilities that span 170 countries, we can help clients anticipate change and profit from new opportunities. We have pragmatic IBM tools, methods and templates to accelerate progress. The seasoned practitioners experienced in transformation consulting combined with selected subject matter experts (including a dedicated CoC of industry experts to accelerate sales and delivery) provide the right skills. We provide recommendations focus on realizing sustainable performance improvement and "hard" benefits. Our proven and practical transformation framework, and collaborative style to design and execute provides the right approach for our clients

Our approach to Travel and Transportation Industry

IBM has a significant presence in Travel & Transportation space, providing cost effective solutions, consulting/outsourcing engagements, resource optimization and increased operational efficiencies across Airlines, Airport, Rail, Shipping, and Freight & Logistic segments. We successfully map the client's business processes for better service delivery and customer experience. We have been investing significantly in thought leadership, research and analysis to explore the industry and analyze demand and supply chain value by way of whitepapers and points of view. IBM has the largest consultancy dedicated to the Travel & Transportation Industry and has created a global "Center of Competence" with talented subject matter experts, who provide innovative and unmatched industry solutions to clients.

To learn more about IBM solutions for Travel & Transportation, please contact your IBM representative or visit ibm.com/travel.



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