



Highlights

- Use predictive analytics and customer insight to optimize each point of customer interaction
 - Link intelligent business processes with value fulfillment at the point of service for near-real-time journey performance tracking
 - Integrate suppliers, intermediaries and consumers into a holistic shopping and service environment
 - Match supply with demand based on more timely and accurate consumer insight with information gained throughout the full travel life cycle from pre-travel through the journey to post-travel
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Customer loyalty for travel and transportation

Create customer advocates with insight-driven customer loyalty programs

All segments of travel and transportation—airlines, airports, rail and hospitality—are facing economic pressures and declining customer satisfaction. To combat these challenges, loyalty programs abound, but are oversaturating the loyalty landscape. By using predictive analytics, the customer loyalty solution for travel and transportation from IBM can help enhance your customer experience for improved competitive differentiation.

A loyalty strategy that soars above the competition

The customer loyalty solution, based on the multichannel sales and service (MCSS) program from IBM, uses business analytics and customer insight to enrich the customer's journey. Our goal is to help you build more interactive relationships with travelers by proactively gathering information about customers and their preferences to provide a feedback loop that enhances the customer experience.

The solution is designed to deliver innovative customer sales and service by linking intelligent business processes with value fulfillment for near-real-time journey performance tracking. Our solution offers a unique view of your customer with equity-based customer insight. Using business analytics tools to capture each customer's lifetime value to your company, the solution provides a customer value indicator at the point of service—from reservations to boarding to on-site shopping—during travel and post-travel services. Our approach is designed to help your business facilitate proactive customer relationship management by shifting from single trip level transactions to providing intelligent business services throughout the journey.



Go the extra mile

By implementing a comprehensive strategy for customer loyalty that includes pre-travel, travel and post-travel services, the solution can help your company differentiate itself in an industry saturated with indistinguishable customer reward programs. Through the use of customer recognition and customer value indicators, the solution enables you to offer more customized products and pricing, VIP treatment and services. These tools can also enhance quality of service based on customer recognition—sales history, preferences, service calls—and help you deliver of the right product, at the right time, through the right channel.

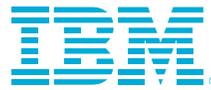
In addition to helping you better cater to customer preferences, the solution can help make doing business with your partners easier, while helping meet the travel needs of your customers. The business insight garnered through the intelligence engine can help you integrate suppliers and intermediaries such as alliance partners, travel agents, add-on travel services and on-site stores into a holistic shopping and service environment for your customers. Also, by enabling the ability to monitor and analyze timely and accurate consumer data collected throughout the full travel life cycle, the solution can help your business better match supply with demand.

Relevant rewards and exceptional customer service

A typically narrow definition of the customer and reward schemes that lack differentiation across companies has left a gap in customer satisfaction. Many travel customers only remain loyal to avoid losing status and accumulated rewards. Your company can fill that gap with a loyalty program that sets you apart from the average. IBM has the tools and services to help you integrate customer data and deliver the personalized service that helps turn customers into advocates for your business. We offer our extensive expertise in the travel and transportation industry with a broad understanding of global best practices based on work with more than 100 companies streamlining their operations to meet customer expectations in a multichannel environment. Take advantage of our comprehensive portfolio and market-leading expertise in the travel and transportation industry to deliver the faster time to value with minimum risk through innovative solutions.

For more information

To learn more about the customer loyalty solution for travel and transportation, please contact your IBM representative or IBM Business Partner, or visit: ibm.com/travel



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