IBM Software Group
CRM Analytics for Airlines

IBM

Solution Description

Airlines are becoming increasingly reliant on driving more efficient operations by leveraging information they collect from their customer relationship management (CRM) systems. IBM's CRM Analytics for Airlines solution is an integrated and coordinated source of customer data that provides an enhanced single view of the customer. The solution analyzes data from multiple source systems to define rules that create meaningful customer segments. That information is then used to differentiate service levels based on customer value. The result is that airlines can respond to the needs and desires of their customers by getting the right campaign to the right customer at the right time.

Features & Benefits

The CRM Analytics for Airlines solution is designed to work with multiple CRM solutions (e.g., SAP and Siebel) and it can compliment Siebel Analytics to enhance current functionality. The solution provides the following:

- Better control over customer data, including visibility to the sub-segments for customer-focused service

- An integrated marketing management tool linked with customer management that allows the airline to send the appropriate campaigns to target customers

- The ability to dynamically change the rules, which affects the impact of campaigns "on the fly"

- An integrated single view and management of the customer

Value Proposition

Customer Loyalty is considered among one of the top three issues impacting the Airline Industry. Airlines can gain a competitive advantage by targeting tailor-made campaign offers to high-valued loyal customers. By taking steps to implement a truly consumer-centric approach to relationship management, an airline will be better positioned to acquire, develop and retain high-value customers. Through the development and implementation of customer analytics and decision-support technologies, airlines can begin to use customer information, not only to differentiate service levels based on customer value, but also to drive crucial operational decisions. In the end, an airline's CRM program becomes a platform for achieving both near-term operational efficiency and long-term relationship management and growth.

IBM Segment
- Cognos
- Data Management
- InfoSphere

Business Function
- Advanced Customer Insight

Target Industry
- Travel and Transportation

Let's build a smarter planet.