

**Customer data integration solutions**  
**To support your business objectives**



**WebSphere** software



**Deliver enhanced sales and service opportunities by providing a foundation of unified customer data to all channels.**

## ***IBM WebSphere Customer Center for Travel & Hospitality***

### **Customer data integration solutions**

As a part of the IBM master data management (MDM) family of products, IBM WebSphere® Customer Center provides the strategic architecture that companies need to solve their enterprise customer management issues and realize the full benefit of their investments in customer relationship management (CRM).

Industry analysts have identified the “foundational problem of CRM projects” as bad customer data. WebSphere Customer Center helps companies solve the foundational problem by providing CRM applications and all front-office channels with the authoritative single guest image, as well as business processes for maintaining the customer data that is shared across multiple channels and systems. Unlike existing stand-alone CRM applications and reservation systems, WebSphere Customer Center is a real-time service-oriented application that manages customer-centric business processes and transactions, while persisting “new” enterprise customer knowledge and processes, such as guest service preferences, interaction history, event notifications, privacy and data entitlement rules, customer relationships (households), and customer value profiles.



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## ***Gain an understanding of the customer to enable you to offer more differentiating services***

Travel and hospitality companies like yours are addressing a variety of business issues that have a significant impact on revenue and profitability, such as wavering customer loyalty, increasing competition, proliferation of service and sales channels, operational inefficiency, reduced corporate budgets, and mergers and acquisitions.

More and more, travel companies understand that profitable revenue can become an annuity that is guaranteed only by customer loyalty and satisfaction.

The inability to identify the customer at the point of sale and service leads to an inability to provide better service to the most-valuable customers. You would like to be able to manage customer travel and special-interest preferences, but you are frustrated by the inability to maintain a single guest image across operational systems. Compounding that problem is the fact that you might have a proliferation of service and sales channels—front-office staff, centralized reservation call centers, Web sites, travel agents and travel Web sites, and even self-service kiosks. This makes it difficult to identify and provide consistent sales and service to the customer. In addition, you are looking to offer value-added services (restaurant reservations and so on) to improve the overall customer experience and become a customer differentiator.

Employee turnover further complicates the issue—your company must be able to provide easy-to-understand customer information at the point of service to decrease training costs significantly and improve efficiency.

Most travel companies have identified a customer-centric strategy to fuel competitive advantage. The main impediment to that strategy is the fact that customer information is fragmented across multiple operational systems spread across multiple sites and brands, as well as corporate data warehouses and loyalty systems. Without a common and shared understanding of the customer across all channels and systems, you struggle to differentiate service and make targeted service offers across all channels, brands and hotel sites.

WebSphere Customer Center helps solve these challenges by enabling a "single guest image" that is integrated with your existing systems and channels. WebSphere Customer Center maintains the complete guest profile that includes customer demographic information, service preferences, customer value profiles and interests, and relationship and segmentation information. Customer data is shared with all systems and channels in real time using Web services, enabling existing systems to access an accurate and reliable customer profile.

### **Improve guest loyalty by tailoring service based on a single guest preference profile**

WebSphere Customer Center helps you manage the complete guest preference profile. The customer hub maintains guest preferences for rooms (for example, smoking or nonsmoking), bed size, in-room food preferences, restaurant selection preferences and dietary needs, third-party discount program memberships (for example, automobile club), and life-style preferences (for example, workout preferences). By making the guest preference profile available to all hotel systems and brands, you can ensure consistent and tailored service offerings to your guests to foster loyalty.

### **Strengthen loyalty by increasing loyalty program membership**

WebSphere Customer Center maintains guest booking information and links to reservation information held in other operational systems. Using real-time event notifications, WebSphere Customer Center can identify nonmembers of loyalty programs who have frequent stays and send an event notification to the hotel check-in system to offer membership in the loyalty program, as well as sending that notification to corporate marketing for follow-up campaigns. Increasing the membership in the loyalty program can help increase ongoing loyalty of valuable customers.

### **Operationalize marketing and loyalty program customer insight**

Your company often has a wealth of information within its corporate data warehouse and various data marts, including: loyalty program member data for multiple brand or property stays, relationship data, potential lifetime value of the guest indicators, channel preferences for reservations, among many others. WebSphere Customer Center helps you operationalize that wealth of guest insight within all operational channels (hotel service, call centers, corporate Web sites and so on) and provide tailored service and sales options through those channels to improve the customer experience. By operationalizing that data, WebSphere Customer Center helps ensure consistent and more-effective service and sales campaigns across all channels.

### **Improve multichannel integration**

By managing the single guest profile and providing that data to all channels in real time, WebSphere Customer Center helps ensure consistent service by identifying the guest in all channels and properties. By unifying guest data with a central guest profile, WebSphere Customer Center enables cross-channel interaction history and provides the ability to recognize the guest across all channels and third-party travel sites, which might provide minimal guest data (perhaps only a name). This customer

recognition allows companies to identify guests across all channels and to provide tailored service to those guests regardless of which channel they use for reservations, which improves service and loyalty.

### **Help reduce cost and improve operational efficiency**

WebSphere Customer Center helps organizations reduce costs by improving operational efficiency and reducing customer data errors. By maintaining a real-time guest image, WebSphere Customer Center allows all channels to update and access guest information in real time; this reduces the inefficiency in entering guest data in multiple systems. In addition, WebSphere Customer Center helps reduce the cost of customer data errors and the high cost associated with those errors (for example, by identifying guests and their associated loyalty program information, you can avoid the cost of follow-up call center calls and reward points investigations). WebSphere Customer Center enables you to streamline your operations around the single guest image, helping you dramatically reduce the cost of inefficiency and errors.

### **Understand the complete guest relationship profile to improve and tailor service**

WebSphere Customer Center manages multiple customers and the complex relationship among those

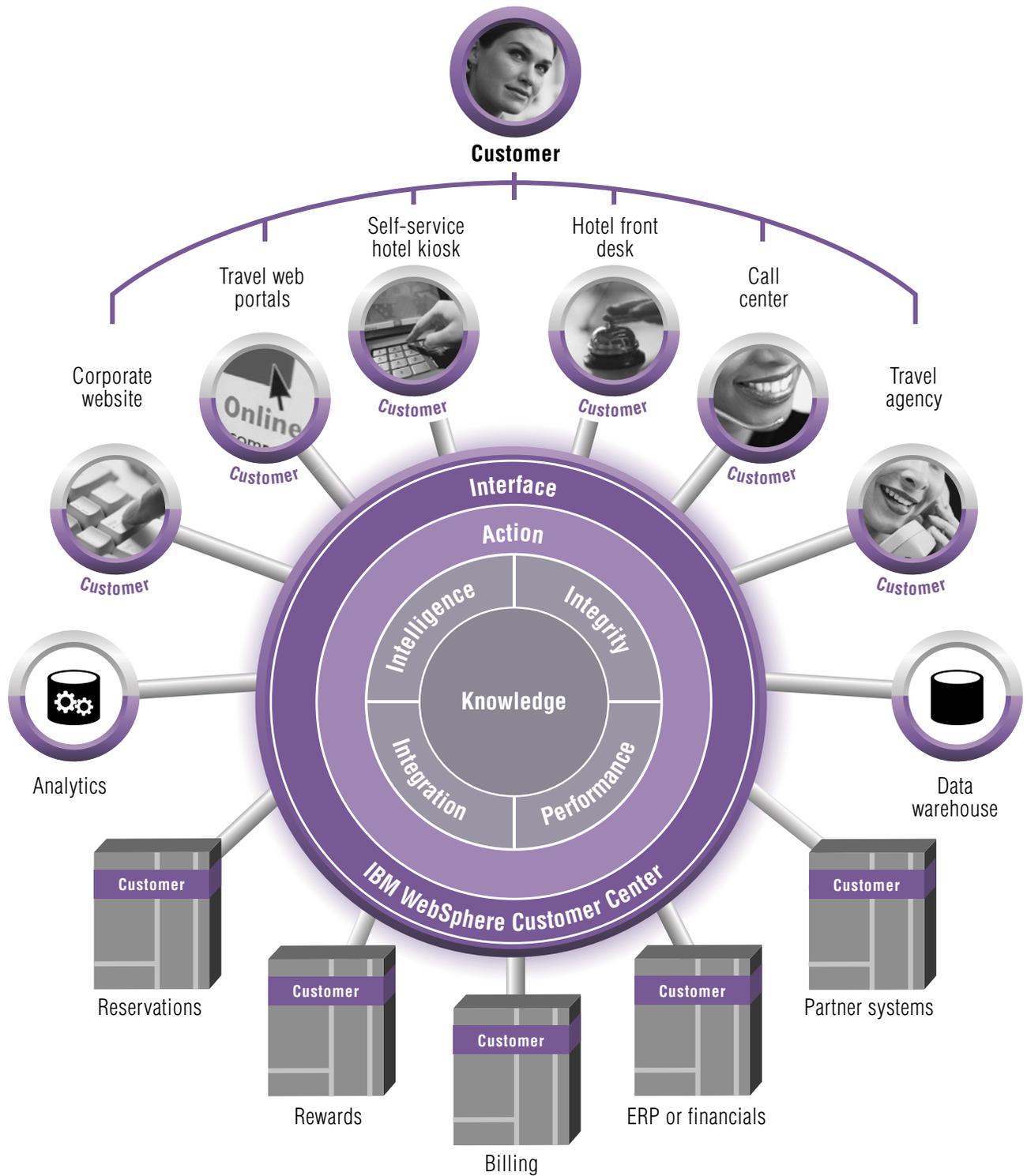
guests. It maintains data on individual relationships (households, individual relationships) as well as person-to-organization relationships. This complete relationship profile is shared with all channels and systems to ensure consistent service is provided to high-value guests based on their relationship profile.

### **Comply with privacy and legislative requirements**

WebSphere Customer Center provides a central location to maintain customer privacy preferences. It is also a single platform through which companies can enforce privacy and data-sharing business rules to ensure consistency across all operational channels. WebSphere Customer Center helps you comply with privacy regulatory requirements, such as the U.S. Do Not Call lists.

### **Help reduce merger and acquisition costs and time**

You can integrate newly acquired companies' channels and systems with the customer hub to provide them with a single guest image across both customer bases, while also reducing integration time and improving customer service and cross-selling efforts.



*IBM WebSphere Customer Center software is the only CDI solution that focuses primarily on operational customer data transaction management.*

WebSphere Customer Center is the only customer data integration (CDI) solution that focuses primarily on operational customer-data transaction management. WebSphere Customer Center is the recognized leader in CDI for the following reasons:

- *WebSphere Customer Center is a viable customer hub. It contains more than 500 business services out-of-the-box. These services manage both complex customer business processes and simple customer data inquiries and updates; this enables WebSphere Customer Center to be a business process hub for customer-centric transactions.*
- *WebSphere Customer Center contains actions (business services) that are both reactive and proactive. WebSphere Customer Center reacts to requests from applications and channels and responds with real-time, viable customer data. WebSphere Customer Center proactively identifies customer events and responds in real time, alerting other applications of the detected event.*
- *WebSphere Customer Center is an intelligent customer hub. It contains several preintegrated business logic components to manage business rules, event detection and management, privacy and security rules, data validation, and duplicate suspect processing. WebSphere Customer Center injects intelligence within operational transactions, including the ability to derive real-time customer insight and to manage customer events.*
- *WebSphere Customer Center is designed to be implemented within a service oriented architecture (SOA) and is a fully service-oriented application.*
- *WebSphere Customer Center contains sophisticated integration functionality and is neutral to all front-end CRM and back-office systems.*
- *WebSphere Customer Center is developed on leading technology (Java™ 2 Platform, Enterprise Edition [J2EE] Enterprise JavaBeans [EJB])*
- *WebSphere Customer Center has proven implementations with some of the world's largest companies and is working with their various and multiple customer-facing and back-end systems.*
- *WebSphere Customer Center manages “new” enterprise customer data and business processes. This includes privacy profiles, customer preferences, cross-channel interaction history, customer relationships, value profiles, duplicate suspect processing, event notifications, among others.*
- *WebSphere Customer Center operationalizes customer insight and knowledge. It maintains marketing department customer insight, such as household data, customer value scores, profitability indicators, propensity to churn and so on, and injects that insight into operational processes*

**For more information**

To learn more about IBM WebSphere Customer Center Software, visit:

[ibm.com/software/data/masterdata/launch.html](http://ibm.com/software/data/masterdata/launch.html)

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