

## MS Dynamics CRM — Loyalty Management Solution

In today's fiercely competitive airlines industry, marked by low cost flyers, airlines seek new ways to manage customer relationships and optimize customer loyalty and revenues. Towards this, airlines are turning to Customer Relationship Management (CRM) as a tool to achieve competitive advantages and profitability in operations. However, success in this endeavor comes from recognizing CRM as a holistic strategy instead of viewing it as synonymous with the frequent flyer program. A comprehensive integration of CRM with loyalty management provides a 360-degree view of the customer and supports the entire customer lifecycle.

We, at Tata Consultancy Services (TCS), offer an innovative approach to loyalty management with our MS Dynamics CRM — Loyalty Management Solution for the airlines industry. Our solution is a ready accelerator to manage the loyalty points acquired by airline customers and addresses all the phases of loyalty management, from the registration of the customer to the analytics and feedback post-journey. This leads to enhanced customer loyalty and improved profitability.

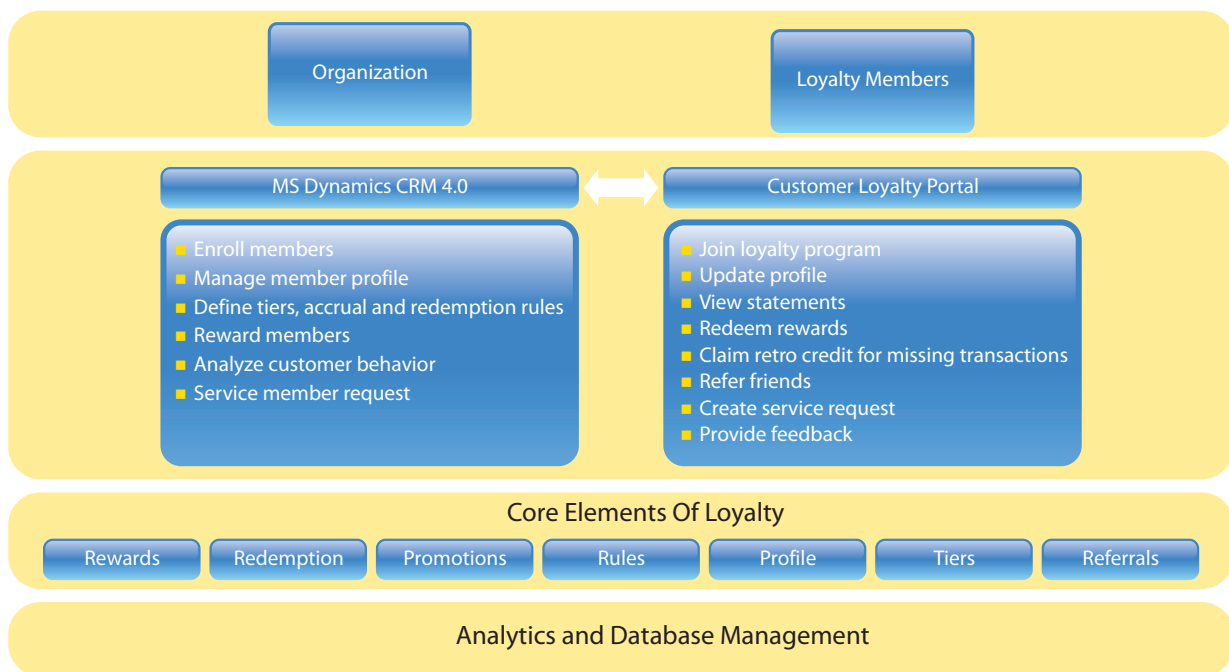
### Overview

Airlines, today, have turned to the promise of CRM, to deliver a consistent and distinctive customer experience while maintaining low operating costs. While this solution helps strengthen customer loyalty, increase revenues, and improve operational efficiency, airlines are yet to exploit its true potential to create competitive differentiation. For CRM to be beneficial to the end-customer as well as to the airline, there is a need to ensure that enterprises look beyond CRM as a frequent flyer program. This mandates that airlines address the entire customer lifecycle and enable personalization of services for powerful and effective loyalty management. This not only helps retain customers, but also ensures a competitive edge.

Our MS Dynamics CRM — Loyalty Management Solution for the airlines industry addresses all the phases of loyalty management, from account management, accrual management, and

redemption management to analytics and feedback management. The system automates the process of accrual and redemption management of travel miles earned by the customer along with the ticket booking procedure. This helps the airline manage loyalty members through direct interaction, using a customer loyalty portal. The end-customer is equipped with self-service options to manage travel miles, ticketing, and check-in; redeem miles; upgrade from one level to another based on miles earned; forward grievances, etc.

The solution is based on MS Dynamics CRM 4.0 and has a rich User Interface (UI). The MS CRM Workflows help escalate cases and send emails to the customers regarding the confirmation of their purchase and other campaign-related emails. The browser-based solution is ready-to-deploy and user-friendly and requires minimal training.



*An overview of MS Dynamics CRM — Loyalty Management Solution*

## Benefits

Our solution helps develop and retain customers with greater precision, resulting in enhanced customer loyalty and improved profitability. Airlines also gain from:

- Direct interaction with the customer through a loyalty portal;
- A complete customer-view through comprehensive customer profile management;
- Transparent and efficient systems due to automation of accrual and redemption;
- Improved effectiveness of marketing efforts through targeted and personalized campaigns and customer segmentation;
- Increased customer retention by rewarding the loyal customers and lead generation through a friend referral system;
- Improved service through an analytics and feedback system.

## Why TCS

At TCS, we offer a consumer-centric approach to relationship management to help airlines acquire, develop, and retain customers. Our solutions use CRM to achieve operational efficiency and enhance customer relationships. We bring to the engagement our:

- Rich domain knowledge and experience;
- Ready-to-deploy, browser-based solution, which ensures that no additional installations are required on end-user machines.
- Proven experience in Microsoft Dynamics CRM technology;
- TCS EntSol-Microsoft – ‘Enterprise Solutions Microsoft Unit’, which focuses on Microsoft Dynamics ERP and CRM solutions. This unit provides advisory, implementation, and application management services, and has successfully executed many large-scale transformational programs.

## Architecture

The main platform components are as follows:

- MS CRM 4.0 on Windows Server 2008
- Microsoft SQL Server 2008 database
- Web services and Reporting Services

## About Tata Consultancy Services (TCS)

Tata Consultancy Services is an IT services, business solutions and outsourcing organization that delivers real results to global businesses, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled services delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development.

A part of the Tata Group, India's largest industrial conglomerate, TCS has over 160,000 of the world's best trained IT consultants in 42 countries. The Company generated consolidated revenues of over US \$6.3 billion for fiscal year ended 31 March 2010 and is listed on the National Stock Exchange and Bombay Stock Exchange in India. For more information, visit us at [www.tcs.com](http://www.tcs.com)

## Contact

To know more about TCS MS Dynamics CRM — Loyalty Management Solution, email us at [microsoft.practice@tcs.com](mailto:microsoft.practice@tcs.com)

All content / information present here is the exclusive property of Tata Consultancy Services Limited (TCS). The content / information contained here is correct at the time of publishing. No material from here may be copied, modified, reproduced, republished, uploaded, transmitted, posted or distributed in any form without prior written permission from TCS. Unauthorized use of the content / information appearing here may violate copyright, trademark and other applicable laws, and could result in criminal or civil penalties.

Copyright © 2010 Tata Consultancy Services Limited