

TCS Airlines Customer Experience Solution on Oracle

Enterprise Solutions



Major airline companies operate in a hyper-competitive market today. Consistently delivering unique, personalized, customer experiences across touch points - from shopping, booking, journey, to post journey interactions - is critical to brand loyalty. To do so, it is imperative for airlines to get a comprehensive view of their customers by consolidating customer information that is currently siloed and tapping into new sources of information such as social networks and mobile applications.

Tata Consultancy Services (TCS) offers its Airlines Customer Experience (CX) Solution on Oracle that builds on the extensive capabilities of the Oracle CX suite of applications to empower airlines to transform customer engagements. Our end to end solution integrates customer data across touch points, and provides a single view of customer information to facilitate seamless real-time customer-centric decision making while improving organizational efficiency. With built-in support for customer data analysis, and trend and behavior prediction, our solution helps airlines drive revenue and profitability.

Overview

Innovative technologies and channels such as mobile, wearable devices, and social media are revolutionizing the travel experience. With low switching costs and increased commoditization affecting brand loyalty, airlines need to distinguish themselves through unique customer experiences. However, most airlines today contend with the lack of agility of in-house legacy systems, and insufficient processes to capture customer buying and travel trends, leading to fragmented customer interactions across channels. With disparate systems and low employee involvement, airlines struggle to deliver on the promise of a differentiated, personalized customer experience.

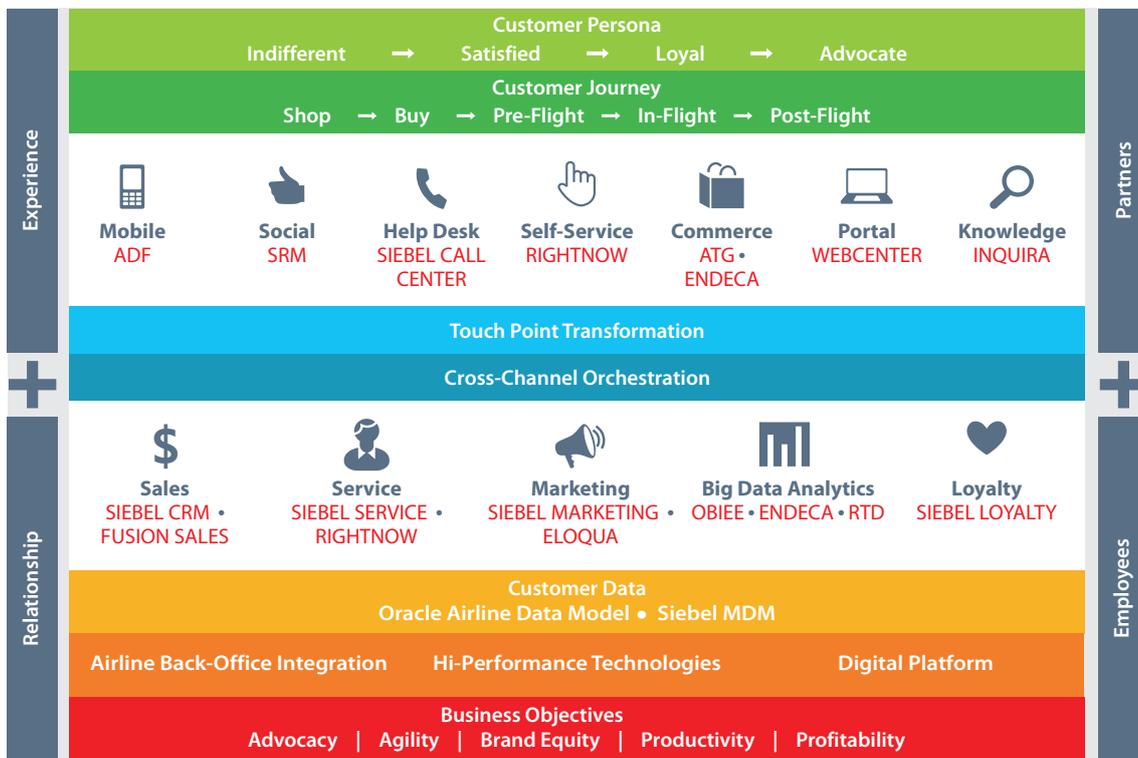
TCS' Airlines CX solution on Oracle addresses:

- **Customer experience journey mapping:**
By plotting the customers' journey across their lifecycle and stages of interaction, we identify opportunities, moments of truth, and touch points that shape customer experiences.
- **Touch point based channel transformation:**
Our solution orchestrates cross-channel processes to deliver consistent customer interactions at every touch point. By building in real-time responsiveness and intelligence into processes, the solution improves interaction effectiveness.
- **Front-office transformation:**
Our offering transforms front-office applications by leveraging the Oracle CX suite of applications to enable customer engagement on existing and emerging channels. It seamlessly integrates with back-office business processes to facilitate the fulfilment of brand promises of service quality. By integrating enterprise-wide analytics and digital engagement, our solution promotes the vision of a connected customer-centric airline.

Our Solution

To enable customer experience transformation, TCS' comprehensive value-driven Airlines Customer Experience Solution on Oracle:

- Builds a unified passenger data source, consolidating information from legacy systems and other disparate systems, by leveraging the Oracle Airline Data Model (OADM)
- Enables personalized selling based on a unified view of the customer across channels and touch-points, from the initial stages beginning with travel purchase through journey completion
- Orchestrates processes and technologies across customer facing business functions to make critical CX- centric contextual information available to decision makers in real-time
- Builds Next Best Action capabilities to identify the best action in response to customer inputs
- Supports extension of customer engagement capabilities on emerging channels such as mobile and social media
- Facilitates service recovery by empowering ground staff with mobile applications to mitigate customer defections and offer solutions to service disruptions immediately



An overview of TCS' Airlines Customer Experience Solution on Oracle

Benefits

Our solution helps you:

- Promote loyalty through personalized and consistent interactions across touch points
- Drive revenue growth by responding to market dynamics, realizing growth avenues and monetizing first mover advantages with improved process and system agility
- Increase ancillary revenues with insight-driven decision making that leverages market trends to convert cross-sell and up-sell opportunities from ticket sales to in-flight purchases
- Boost brand advocacy by consistently delivering delightful and personalized customer experiences.
- Leverage enhanced service recovery capabilities to re-engage unhappy customers and reduce customer defection
- Enhance staff productivity with increased mobility, internal collaboration and process efficiencies, thereby building and delivering memorable customer experiences across touch points
- Sustain competitive advantage through innovative sales, service and marketing strategies supported by streamlined processes and insights based real-time decision making

The TCS Advantage

TCS works with eight of the top 10 global airlines and two of the three leading airline alliances. Partnering with us offers you the advantages of:

- **Mature assets in CX:** Our proven assets enrich consulting led Airlines CX transformation engagements by using:
 - Customer Experience Design And Reference (CEDAR) framework
 - Customer Experience Journey Mapping asset
 - Customer Experience Maturity Assessment asset
- **Pre-built solutions:** We leverage pre-built solutions for customer loyalty, service recovery, mobility and passenger data management to accelerate multi-channel integrated solution deployment.
- **Domain and technology expertise:** Our extensive experience in airline systems spans the entire travel enterprise value chain, from passenger service systems (PSS) to planning and operations to customer centered technologies such as mobile, check-in, and social media. We are working with several leading airlines on their customer experience strategy and relevant initiatives.
- **Travel Innovation Lab:** TCS has invested in a dedicated Innovation Lab for the travel industry to incubate futuristic ideas, co-innovate, and develop frameworks and prototypes of pioneering solutions.
- **Strategic relationship with Oracle:** As one of Oracle's premier Go-to-Market (GTM) partners, we are engaged in joint solution development with Oracle. Our dedicated Oracle CX center of excellence (CoE) and partnership enable us to bring technology expertise to every engagement.

About TCS' Enterprise Solutions

With one of the most powerful IT consulting and services portfolios in the world, TCS' Enterprise Solutions help companies optimize data and workflow, manage risk and compliance, increase operational efficiency and productivity, and reach peak performance.

TCS' Enterprise Solutions drive business transformations, empowering our clients to take advantage of emerging opportunities and market dynamics. From IT strategy and transformation to enterprise-wide software applications, we optimize technology and business processes. Through our Centers of Excellence and Innovation Labs, coupled with our functional business expertise, we develop custom industry solutions and accelerators. Our proven, repeatable and scalable methodology enables enterprises to realize the maximum business value from investments.

Our success is bolstered by long-term strategic alliances with the world's most advanced business software companies, helping us deliver better, faster, and more cost-effective solutions.

Contact

To learn more about TCS Airlines Customer Experience Solution, email us at crm.practice@tcs.com

About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is 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 a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

For more information, visit us at www.tcs.com

IT Services Business Solutions Consulting

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