



A Large Travel Company Selects the Right Customer Loyalty Solution with TCS' Help

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CONSULTING

Customer
LEADING TRAVEL COMPANY

Travel and leisure companies have realized the need to have flexible systems that can evolve quickly with the changing business demands. While a complex business model involving partners, customers and influencers makes the travel industry challenging, companies in this sector have to often battle huge customer churn. Retaining customer loyalty has always been a key concern for companies in this sector, which has made these organizations realize the need to invest in the “right” customer loyalty solution. When one such large travel company was evaluating customer loyalty systems available in the market, they wanted to be certain that the solution they chose was the ‘right’ one. TCS’ CRM consultants helped them to find the ‘best fit’ solution that was aligned with their customer management vision.

TCS provided a comprehensive solution for identifying the ‘best-fit’ loyalty system for this travel company. Read on to know how the delivered solution is expected to help the company in achieving a loyal customer base and greater ROI.



CUSTOMER SUCCESS STORY - TCS SELECTS THE RIGHT CUSTOMER LOYALTY SOLUTION

The travel organization was looking to enhance their existing loyalty system to accommodate new business requirements. They required a system powered by real-time information that would facilitate effective reporting and communication. Integration with other customer data sources was needed since this had an impact on customer service across all channels. Being part of an industry characterized by customer churn, this travel company did not wish to compromise on efficient customer management. They wanted to deploy the best possible solution from the range of loyalty systems already available in the market. To ensure the 'right' strategy' and a 'best-fit' solution to achieve the desired ROI, the leading travel company chose TCS to help them in this endeavor.



SOLUTION

TCS leveraged its consulting and technological expertise to provide this leading travel company with a strategy to evaluate the 'best-fit' loyalty solution to meet its business needs. By undertaking a broad evaluation approach, TCS consultants did an analysis of Buy (packaged solution options), Build (enhancement of existing solution) and Hybrid (a combination of build and buy) solution options. Further, they identified the desired Customer Loyalty Program (CLP) solution by adopting a stage-based approach. At each successive stage, the TCS team helped in defining the finer aspects of CLP capabilities with help of defined parameters. While evaluation of the loyalty system options ensured that it was aligned with parameters like vision, time to market, technical fit, TCO, vendor viability, TCS made certain that the solution took care of interactivity, integration, flexibility, and complexity of business needs.

CUSTOMER PROFILE

The organization is one of the foremost providers of travel and leisure services in the world. The company and its subsidiaries provide customers with a wide range of services across United States, Canada, Australia, New Zealand and the Latin American/Caribbean region.

BENEFITS

The build versus buy analysis is expected to help the travel organization to:

- Take an objective decision and accelerate the realization of a best-fit loyalty system solution
- Address key challenges (flexibility, integration, consistent customer service across channels and reporting) in a phased manner and based on the organization's business priorities
- Benefit over a long term in the evolution of a solution capable of supporting the customer management vision
- Achieve significant cost savings in the realization of 'best-fit' loyalty system solution

“I am happy to recognize TCS' ability to manage a broader evaluation process covering build, buy as well as hybrid solution options with due objectivity and significant attention to details. This evaluation will help us move closer to our customer management vision.”

– Director of IT, Sales and Marketing,
Customer Enterprise

TCS' CRM practice offers industry specific CRM project frameworks based on past experience to ensure a close fit between your business objectives and the CRM solution. TCS not only helps organizations implement a CRM solution, but also helps enterprises upgrade their existing application; adding new modules apart from those that are already deployed in the current CRM solution or enhance the existing functionality.

About TCS' CRM Practice

The CRM practice brings the right set of proprietary tools, methodologies, knowledge assets and alliances to partner meaningfully with leading organizations to support their CRM initiatives. Leveraging on extensive experience, the CRM practice helps organizations right from establishing a strategic vision to implementing and sustaining the CRM application. CRM consultants have worked with some leading global enterprises such as GE, Target, Bank of America, ING, Verizon, AXA, Merrill Lynch, British Telecom and AIG.

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About Tata Consultancy Services

Tata Consultancy Services (TCS) is among the leading global information technology consulting, services and business process outsourcing organizations. Pioneer of the flexible global delivery model for IT services that enables organizations to operate more efficiently and produce more value, TCS focuses on delivering technology led business solutions to its international customers across varied industries.

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