



CLIENT EXPERIENCE

TCS helps British Airways check in to a centralised customer information solution

Customer
British Airways

Industry
**Travel, Transport
and Hospitality**

Offering
**Centralised Customer
Information**

With years of experience as both a BA partner and a developer of customer-based marketing systems, Tata Consultancy Services (TCS) was the logical choice to help the airline capture and organize millions of pieces of invaluable customer information. Over the course of nearly two years, the TCS team devoted nearly 2,000 person-days to creating a system that receives information from seven sources, validates and processes it, then presents the data to marketing professionals in a single, coherent view.



TATA CONSULTANCY SERVICES

Experience certainty. IT Services
Business Solutions
Outsourcing



British Airways (BA) is the UK's largest international scheduled airline, flying more than 35 million customers every year to over 550 destinations worldwide. The BA group consists of a number of companies, including British Airways PLC and British Airways Holidays Ltd, which together provide a full service experience to customers.

Business Situation

Meeting the challenge of competition

Like all established carriers in the highly competitive air transport industry, BA needs to preserve its slender operating margins against both a new wave of no-frills competitors and increasing pressure from customers who demand more for their travel dollar. These challenges can only be met by creating and maintaining customer loyalty, providing a range of well-targeted service offerings.

To develop and market its offerings effectively, BA needs to understand and respond accurately to the needs and expectations of its customers. However, customer data gathered through various channels by the different group companies was not collected and processed centrally, which meant that BA's marketing strategies were based on incomplete information.

A vision for integrated customer information management

Customer data comes to BA through seven main channels – including ba.com, BA Holidays (a travel-planning website), brochure requests, promotions, and from business partners in the travel and leisure industry.

BA realised that if it could collect, validate and normalise all this data in a single repository, it would be able to reach many previously 'unknown' customers. To handle such a large and complex project, BA needed an experienced technology partner.

TCS Solution

Building on a relationship with TCS

BA had already been working with TCS for several years, and knew that TCS had both the resources and the expertise to manage this project successfully. Moreover, since TCS was already familiar with most of BA's core systems, the company was certain that TCS would be the right partner for the job.

TCS invested nearly 2,000 person-hours in the two-year project, using its offshore development centre in Chennai, India, to handle 70 percent of the workload. A smaller on-site team at the client's London headquarters ensured continual close collaboration with BA's in-house team.

Centralised customer information solution

TCS developed and deployed a solution which collects data from all seven main customer channels, validates it and stores it centrally. The data is then delivered to a third party, TMW, for de-duplication and address cleaning, before it is received again by the TCS system, which updates BA's data warehouse accordingly. Ultimately, the system presents the data to BA's marketing teams in a single, coherent view.

Why TCS?

BA had to be sure that such a large-scale, complex project would be delivered successfully, without posing any appreciable risk to its business. TCS had the right credentials for the job, with considerable expertise in the development of customer relationship management systems, and several years' experience of working with BA's business and IT landscape.

BA's confidence in TCS as a safe pair of hands for the project was fully justified – an eight-stage testing phase ensured that the solution was implemented without a single defect. TCS also delivered full knowledge transfer and documentation to the support team, helping them take the solution forward.

"TCS offered us a solution that we believed in from day one," says Mike Croucher, Head of IT. "Our knowledge of TCS's expertise in both business and technology consulting made us certain that they were the right partner for the job. And their on-site/offshore delivery model is an excellent way to leverage that expertise at an affordable cost."

About Tata Consultancy Services

Tata Consultancy Services Limited 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 100,000 of the world's best trained IT consultants in 47 countries. The company generated consolidated revenues of US\$4.3 billion for fiscal year ended 31 March 2007 and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

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

Contact

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