CrewCollab Solution

Travel & Hospitality

With the cost of switching airlines fast diminishing, full service carriers need to deliver a differentiated experience to earn and improve customer loyalty. Understanding the context and preferences of individual flyers and offering services with a personal touch through superior Customer Experience Management (CEM) has emerged as a top priority for the airlines industry. However, the touch point that customers interact with the most - the cabin crew - is often the least equipped with information about customers. Also, the nature of their work often makes it difficult for them to access enterprise systems, even as they contend with time consuming manual in-flight processes.

Tata Consultancy Services' (TCS') Crew Collab, a tablet based solution, provides cabin crew with complete passenger information, enabling them to provide better service and enriched customer experience. The solution also enhances crew productivity and enables them to stay connected with their peers and the larger organization.

Overview

Cabin crew lack access to timely, relevant, complete, and easy-toconsume customer information, thus limiting their ability to provide the enriched customer experience they need to deliver. Low process automation on board flights results in crew spending valuable time working with paper based manifests and service lists.

With TCS CrewCollab, airlines can enable their cabin crew to delight customers every single time. Our solution helps carriers integrate, digitize, and transform in-flight services through a range of capabilities across multiple functional areas:

- **Flight information and CEM**: Helps crew members learn more about passengers—their preferences and experiences with the airline, special services requested, and so on

- **Voyage digitization**: Supports recording of data on flight, crew, and customer related processes, replacing multiple paper-based forms

- **Enterprise – crew information**: Enables the cabin crew to access different types of information, ranging from updated safety manuals to rosters and circulars, helping them stay connected with the enterprise

- **Catering Information**: Provides crew with catering information such as uplift and galley plan and enables two way communication between the crew and the passenger

- **Enterprise social plugin**: Provides an enterprise social platform that allows cabin crew to connect and collaborate with their peers

Benefits
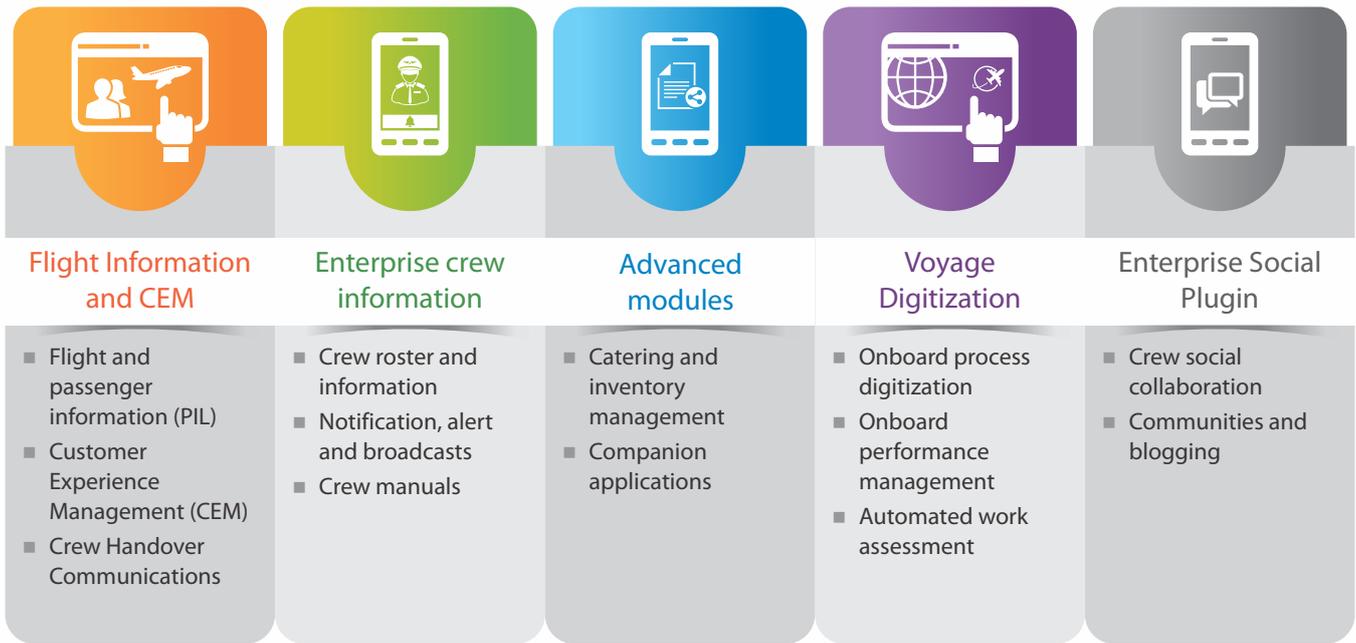
With TCS CrewCollab, you benefit from:

Improved customer satisfaction and stickiness: Deliver an enriching customer experience by empowering your crew with detailed passenger information. Enable crew members to treat each passenger as an individual, have engaging conversations, and provide personalized service.

Improved process efficiency: Eliminate cumbersome paper based in-flight processes and bring in process automation, thereby freeing up crew time.

Flight Information and CEM

- Flight and passenger information (PIL)
- Customer Experience Management (CEM)
- Crew Handover Communications

Enterprise crew information

- Crew roster and information
- Notification, alert and broadcasts
- Crew manuals

Advanced modules

- Catering and inventory management
- Companion applications

Voyage Digitization

- Onboard process digitization
- Onboard performance management
- Automated work assessment

Enterprise Social Plugin

- Crew social collaboration
- Communities and blogging

The TCS Advantage

By partnering with TCS and deploying our CrewCollab solution, you gain the following advantages:

- **Proven solution**: TCS has deployed and tested the solution in partnership with Singapore Airlines, validating its technical and domain capabilities with Singapore Airlines' business expertise.

- **Flexible engagement model**: We offer you the flexibility to decide how you deploy CrewCollab in your organization. You can choose between the Software as a Service (SaaS) model, hosted on the TCS cloud, or the license model.

- **Airline domain and technology expertise**: TCS has a focused business unit and a dedicated Travel Practice to cater to the specific needs of the airline industry. With over 20 years of experience in the airline domain, TCS conceptualized, developed, and deployed an industry-first iPad based solution to help cabin crew improve customer experience.

Enhanced communication among the crew and the enterprise: Ensure access to relevant information by seamlessly updating the enterprise and other crew members on crucial information about flights and passengers, which is captured by any crew member.

Increased employee satisfaction: Provide an enterprise social platform for airline crew to interact and share. Empower crew to receive organizational notifications, alerts, and even access rosters anytime, anywhere.

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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**

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