# ACE – AVIATION CX (CUSTOMER EXPERIENCE) ENHANCER: INFOSYS OFFERING FOR THE AIRLINE INDUSTRY

Customer experience management is often cited as the main area for improvement for airlines to retain existing customers and attract new ones. The customer interaction is now social, mobile and personal. Understanding the customer and improving the interaction by personalizing the purchasing experience can help retain the customer, lead to better brand awareness and boost revenues. Consistent brand experience is a key to building a complete view of the passenger and augments sales. This can be achieved by effectively leveraging passenger information across all touch points.

At Infosys, we provide ACE (Aviation CX Enhancer) solution to airline clients to enable them to control and utilize their disparate data across all customer (passenger) touch points and leverage their existing applications. In addition to innovation labs and expertise in technology implementation, Infosys airline delivery experience ensures that all business processes are considered when implementing a change program to accommodate successful customer experience management.

Challenges
for the airlines

- Non-availability of passenger information
- Under-utilisation of passenger data
- Existence of information, technology and function silos
- Minimal engagements in passenger loyalty programs
- Disruption management
- Baggage and check-in delays

*Figure 1: CEM – Three fundamental paradigms across the customer*
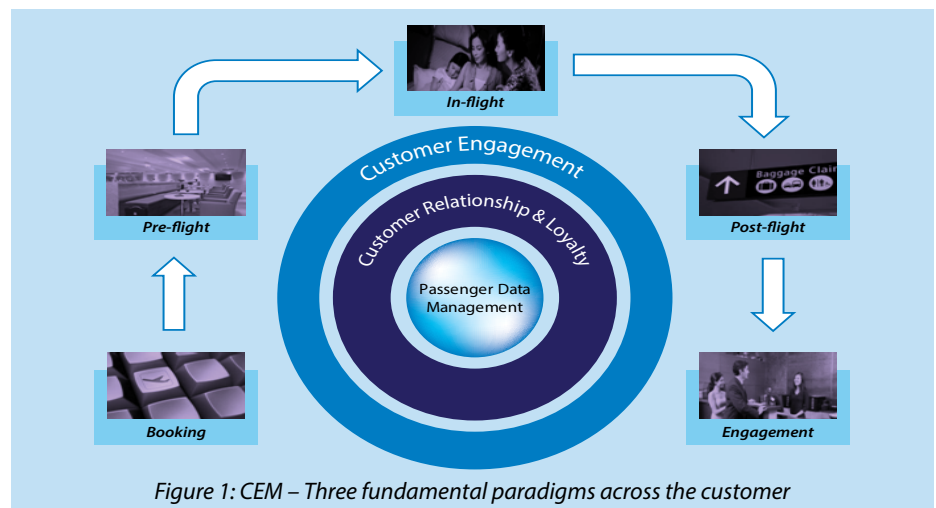
Infosys Offering

For airlines, proper utilisation of customer data plays a central role in enhancing the customer experience. Airlines need to empower their employees with the current information of their passengers consistently across all touch point so that they can properly assist the passengers, and make a significant difference in elevating their experience.

Infosys provides an innovative approach to collect customer information at various intervention points (pre-flight, in-flight, post-flight) and leverage technology to provide personalised customer experience in a unique way. There are three dimensions to the solution - passenger life cycle (pre-flight, in-flight, post-flight), customer type (new, existing) and customer touch points (web-portal, social

networks, customer care, etc.). The Infosys solution not only helps to identify various intervention points, but also classifies the customers into different categories. Utilising this solution, an airline can access customers' travel history to:

- **Enhance customer experience**
- **Proactively notify and help customers when needed**
- **Recognize and reward customers**
- **Understand customer desires, interests and provide targeted offers**

The solution helps improve end-to-end passenger experience, reduce airline costs, and build customer loyalty with a multi-touch point sales and service facility providing a solution to their customers across all touch points.
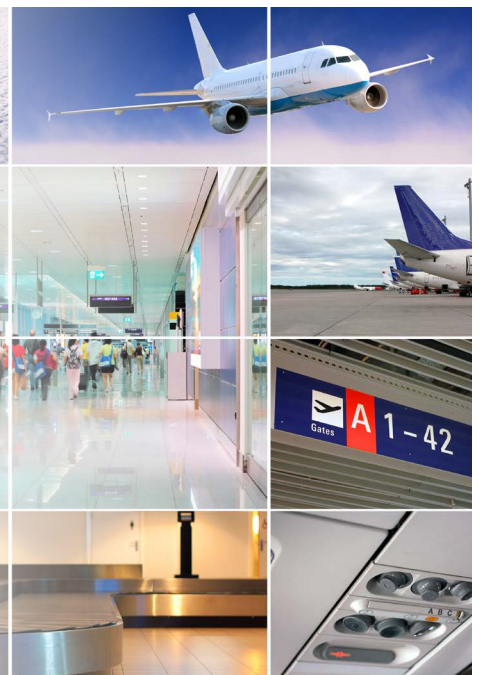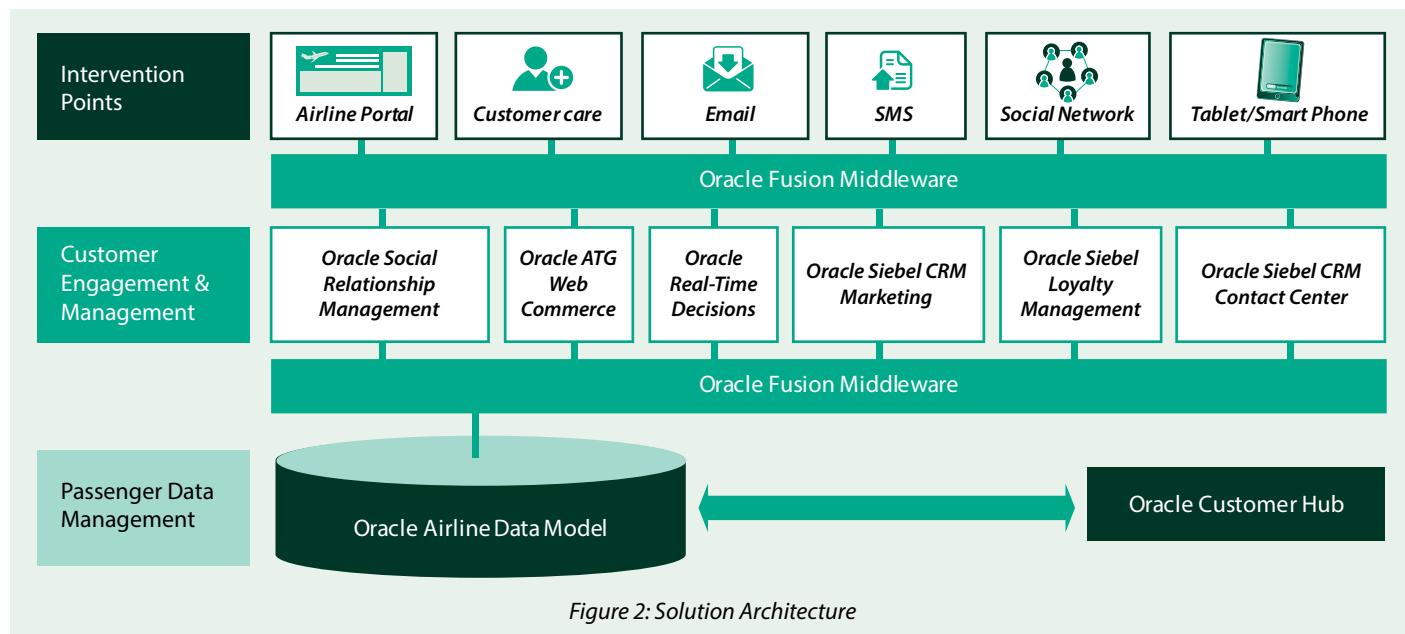
ACE (Aviation CX Enhancer) Solution Architecture

The key building blocks of the solution are Oracle ATG Web Commerce, Oracle Siebel CRM, Oracle Real-Time Decisions, Oracle Customer Hub and Oracle Airline Data Model. Siebel CRM offers loyalty management and marketing capabilities. Oracle Airline Data Model offers end-to-end data warehousing, business intelligence and analytics capabilities. Oracle Customer Hub creates a single view of the customer. Oracle Real Time Decisions uses historical as well as real time customer information to generate unique offers throughout the passenger life cycle.

The solution syncs all data at runtime with the base data model and hence introduces a consistent experience across channels. It addresses key customer experience parameters for the airline industry such as consistency, comprehensiveness, simplicity and personalization.

| Intervention Points	Airline Portal	Customer care	Email	SMS	Social Network	Tablet/Smart Phone
	Oracle Fusion Middleware					
Customer Engagement & Management	Oracle Social Relationship Management	Oracle ATG Web Commerce	Oracle Real-Time Decisions	Oracle Siebel CRM Marketing	Oracle Siebel Loyalty Management	Oracle Siebel CRM Contact Center
	Oracle Fusion Middleware					
Passenger Data Management	Oracle Airline Data Model				Oracle Customer Hub	

Figure 2: Solution Architecture

ACE (Aviation CX Enhancer) Business Benefits

The solution provides following benefits to the airlines:

- 360 degree customer view
- Business intelligence and analytical capabilities to provide personalized offers
- Timely communication to passengers using real time information
- Seamless and consistent customer experience across all touch points
- Improvement in customer engagement

Infosys Value Proposition

- Pre-configured, pre-built, demo-ready aviation industry specific solutions
- Pre-built integrations to connect Oracle Airline Data Model with Oracle Customer Hub, Oracle Siebel CRM, Oracle Real-Time Decisions and Oracle ATG Web Commerce to result in faster turnaround time during implementation
- Diamond partnership with Oracle, the highest membership level within the Oracle PartnerNetwork (OPN)
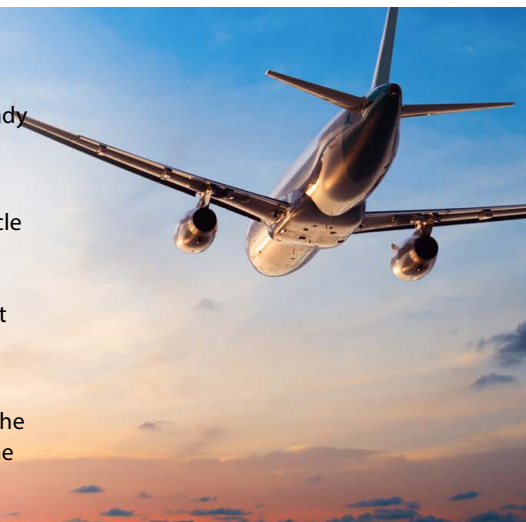
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