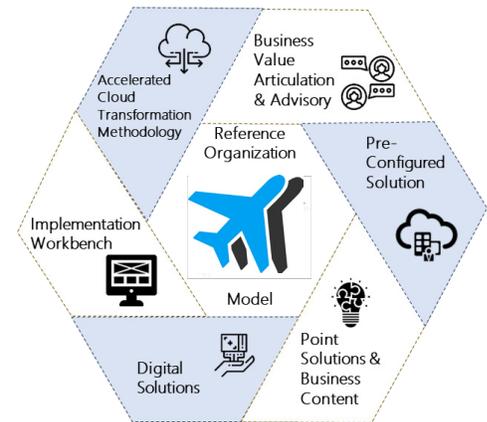


INFOSYS MODERN CX FOR AIRLINES SOLUTION

The REF-OR-M Modern CX for Airlines Solution offers a pre-configured, end-to-end reference solution, tailored to transform outreach, engagement & enhance customer experience. It comprises end to end process flows, proven best practices from successful, D365 transformation engagements to achieve greater business value with Microsoft Dynamics 365 and Business Applications. This solution offerings aims at transforming customer service experiences leveraging loyalty management for customer personalization, digital engagement, providing an automated platform.

The REF-OR-M Modern CX for Airlines Solution offers solution components for Digital Engagement, Chatbots based on Microsoft Bot framework, Digital campaign management, Marketing automation, Loyalty Management, Traveler 360-degree view, Omnichannel Customer Care with quick resolution of complaints and services, Field Service Management, Advanced analytics & Customer Insights

REF-OR-M Framework



The Modern CX for Airlines Solution is built using the Reference Organization (REF-OR-M) Framework which is a pre-packaged solution enabling faster deployment, reduced TCO, enhanced experience and superior quality

Solution Capabilities & Business Process Breakdown

Infosys Modern CX for Airlines Solution Offerings on D365



Digital Campaign Management

- Create & design personalized marketing campaigns
- Targeted campaigns to build more rewarding relationships with customers using marketing automation
- Campaign distributed across email, social channels



Loyalty Management

- Loyalty Management to offer a personalized touch
- Loyalty Membership Highlights
- Loyalty Tier
- Point Statistics
- Multiple Loyalty Services specific to loyalty tiers



Unified Customer View

- 360 Degree view of Customer Details & Information
- Customer Flight records, recent requests & services
- Relationship health & analytics
- Timeline View for easy understanding of customer's historical interactions



Travel Assist and Customer Engagement

- Customer facing Intelligent Travel Assist Bot
- Support On the Go
- Seamless service request creation



Customer Service Management

- Service Request Management with quick resolution of complaints & services required
- Special Assistance Management
- Field Service Management
- Self Service Portal
- SLAs & Routing Rules
- Automatic Case Escalation for quick resolution



Analytics & Insights

- Loyalty Member Insights
- Revenue Analytics on Sales
- Customer Service Insights



Azure Cognitive Services



Dynamics 365 Marketing



MS Bot Framework



Microsoft Dynamics 365

D365 CE



D365 CS Insights



MS Power Portal

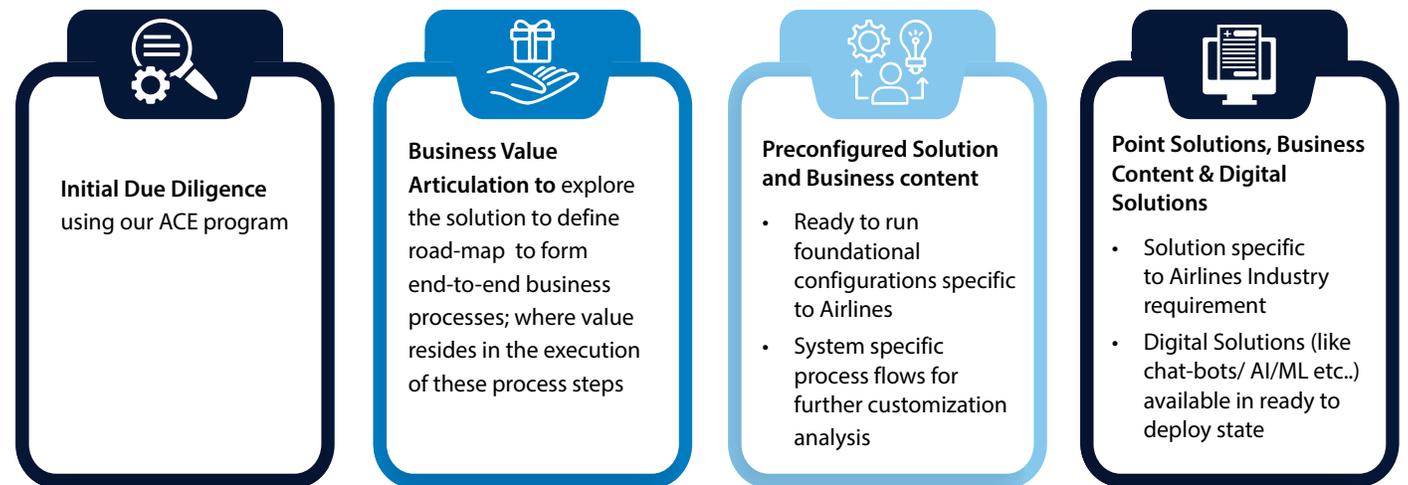
Key Benefits and Outcomes

 <h3>Loyalty Management</h3> <ul style="list-style-type: none"> Personalized Customer offerings by leveraging Loyalty Manage Loyalty services, Rewards for long-term engagement to retain customers 	 <h3>Brand Promotion</h3> <ul style="list-style-type: none"> Segmentation, Designing & Distribution of Informational campaigns Run multiple targeted, customized offers across channels with automated alerts 	 <h3>Digital Engagement</h3> <ul style="list-style-type: none"> Enhance Customer experience with Digital platforms Automate, personalise and execute Customer Service in real time
 <h3>Proactive Customer Communication</h3> <ul style="list-style-type: none"> Manage all communications including emails, text message, offers, at your fingertips with minimal operational efforts 	 <h3>360 Degree Visibility</h3> <ul style="list-style-type: none"> 360 Degree visibility with all member information Get to know their travel information, special offers, membership details and more 	 <h3>Analytics & Insights</h3> <ul style="list-style-type: none"> Relationship Analytics provides Metrics & KPIs, interactions, overall relationship health with the customer Customer Service Insights

Applicability of REFORM Solution

- Greenfield implementation, Upgrade** or move to modernization using a digital platform like Dynamics 365
- Focus on building application in **agile and incremental** way
- Consolidation of customer records to create a single source of the truth that represents all channels and customer touch points i.e., **synchronized customer information**
- Leverage **best practices from successful** Dynamics 365 transformation engagements and reduced handoffs between systems and groups to achieve greater business value

Deployment Approach



For more information, contact askus@infosys.com

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