

Infor CRM for Travel & Leisure



“ Infor's Epiphany CRM has the most interaction management deployments across all of the vendors. ”

"HOW TECHNOLOGY ENABLES INBOUND MARKETING," SURESH VITTAL, FORRESTER RESEARCH, INC., JANUARY 2007

Be enterprising.

In the travel and leisure industry, an ongoing relationship with the customer is critical to long-term success. In these industries, you need to drive bookings to the right channels and increase your conversations with customers. If you compile and analyze information from every channel to build a single view of individual customers and then turn this insight into a personalized approach to meeting their unique wants and needs, your company will succeed.

The challenge for many travel and leisure companies is not in understanding this principle. Rather, it's a matter of putting it into practice when internal processes and IT infrastructure are ill-equipped to meet current business dynamics. Enterprising companies are leveraging Infor CRM for Travel and Leisure to create a customer dialogue, build customer loyalty and preference, and increase revenue.



Leverage experience.

Infor CRM for Travel and Leisure helps customers increase profitability through the use of analytics and processes that enable them to understand customer history and buying patterns, make optimal offers, and increase revenue without replacing IT systems. The solution is being used by travel and leisure industry leaders worldwide to create a single, comprehensive view of their customers and then leverage this insight to create high-impact marketing campaigns and enhance contact center performance. With Infor CRM for Travel and Leisure, your company can benefit from advanced levels of segmentation and capabilities to coordinate marketing initiatives across all customer-facing channels and improve overall customer experience.

Get business specific.

Building and sustaining brand loyalty is a major challenge for travel and leisure companies. Your customers are much more likely to select on destination and hotel than on the operator. To overcome this challenge, Infor CRM for Travel and Leisure can help you build brand preference through a better overall customer experience across all channels. With Infor CRM for Travel and Leisure, companies can create real-time customer profiles based on historical, personal and contextual data and deliver the right offer at the right time and place to individual customers. Customers experience a personalized website with dozens

of targeted offers based on their real-time profile. Contact center agents leverage data-mining technology to deliver the most appropriate offers from among hundreds or even thousands while the customer is still on the phone. The solution is easy to deploy, easy to use, and works seamlessly with existing front- and back-end systems so you can leverage your technology investment now without replacing existing systems.

Key capabilities include:

Improve customer understanding. Infor CRM for Travel and Leisure provides the analytics, processes and tools to help you understand players, guest and other customers. Customers can be segmented based on previous purchasing behavior and place in the purchasing cycle. Moreover, as customers accept and decline offers and provide other relevant feedback, the solution's self-learning engine ascertains from each interaction which characteristics are most predictive of customer acceptance and automatically adjusts targeting for all subsequent interactions. Campaign results are reported in real time, enabling marketers to understand which customer attributes most influence offer acceptance. Using this insight, you can identify the ideal customer for each offer and execute outbound campaigns to them within hours.

Create targeted campaigns consistently across channels. Advanced segmentation and personalization capabilities are used to leverage improved customer understanding, enabling you to develop and deliver targeted, multi-channel marketing campaigns that align with individual customer needs and preferences. Infor CRM helps marketers manage the complexities of synchronizing cross-sell and retention programs in environments with multiple touch points, data, services, and offers. With its easy-to-use interface, they can design cross-channel campaigns and offers, create business rules, and determine the appropriate constraints for each offer. Consistency across websites, contact centers, direct mail, email, agents, and other channels is ensured.



Analyze campaign effectiveness. Closed loop response tracking measures each interaction result and allows you to use this information to continually improve campaign effectiveness. The solution includes a self-learning engine that ascertains from each interaction the characteristics that are most predictive of customer acceptance and automatically adjusts the campaign for subsequent interactions.


Increase cross sell and up sell. Analyzing all available information to determine the optimal offer for driving incremental revenue and improving customer retention, Infor CRM selects the offer that will deliver the highest expected value for a particular customer, enabling companies to double or even triple their offer-acceptance rates and cross-sell revenue.

Increase customer loyalty. Infor CRM for Travel and Leisure helps to reduce churn by recommending optimal retention offers and matching the value of the offer with the value of the customer. The solution includes system-wide opt-in/opt-out functionality to enable you to deliver tightly integrated permission-based marketing campaigns.

World-class customer service Sophisticated contact management, call history, and activity management give agents a unified view of customers across all existing systems. Powerful, real-time analytics drive personalized offers, improve response times, and ensure consistent treatment of customers across all contacts.

Anywhere, anytime access in the contact center. Infor CRM enables effective and personalized service through all channels, including email and web. To keep these mediums from overwhelming the service center or appearing impersonal, the solution incorporates highly scalable email response management and a flexible, self-service web portal. This level of service means global, 24x7 convenience so customers can find critical answers themselves or receive useful email replies that reflect an understanding of their individual requirements.

Single view of the customer across all enterprise systems. Infor CRM gives agents a real-time, comprehensive view of all customer data and interaction history from across the enterprise. By leveraging the capabilities of Infor Open SOA (Service-Oriented Architecture), Infor CRM centralizes cross-enterprise data and eliminates redundancies without the need to replace

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existing systems. This ensures quick access to consistent and accurate information, shortens call times, enables agents to resolve issues the first time, and helps them seamlessly manage every customer phase.

Real-time performance, enterprise scalability. Infor CRM can drive hundreds of thousands of intelligent interactions per hour. The system provides near-linear scalability on symmetric multiprocessor systems and can be deployed across multiple, distributed servers for maximum scalability and reliability.

See results now.

Enterprising companies in travel and leisure are using Infor CRM for Travel and Leisure to create a continuous customer dialogue and deliver the highest impact offers at the moment of interaction across business units and channels. The solution has enabled many companies achieve a long list of tangible business benefits, including:

- 54 percent increase in online sales from product promotions and a 36 percent increase in offline sales
- 5 percent increase in revenue from known customers
- A 100 percent return on investment in five months
- A 5 – 12 percent campaign response compared to an industry average of 2 percent
- A savings of €20 million in marketing communications expenses
- 20% increase in frequent flyer program enrollment
- An increase in outbound e-mail campaign capacity from 15,000 emails at one time to 1.5 million.

About Infor.

Infor delivers business-specific software to enterprising organizations. With experience built in, Infor's solutions enable businesses of all sizes to be more enterprising and adapt to the rapid changes of a global marketplace. With more than 70,000 customers, Infor is changing what businesses expect from an enterprise software provider. For additional information, visit www.infor.com.

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