

**CRIS**  
**CRM / Loyalty**  
**Business Technology****10 REASONS TO SELECT CRIS**

- 1. Business-Driven Customer Relationship Strategy** – Independence in designing a customer relationship strategy which is well supported by technology is the driving force behind our solution. CRIS has evolved from a mere Frequent Flyer solution to an effective IT platform to launch a customer-focused relationship management solution.
- 2. Frequent Flyer / Loyalty Programme** - Define your Frequent Flyer / Loyalty Programme as you want it to be. Regardless of the size of your organisation, CRIS provides you the flexibility to best position your programme in the market. A wide range of functionalities allow for creation of customer profiles, tracking customer transactions for accruals and redemptions, multiple tier management and fulfilment along with evaluation of customer behaviour to reward them accordingly. These features are augmented with a sophisticated multilingual communications module which facilitates an effective communication strategy to interact with customers via email, SMS, FAX or letters.
- 3. Key Information Repositories** – CRIS provides a wealth of customer information which helps validate and adapt customer relationship strategy to suite the environment in which organisation is operating. This well-defined customer repository provides a strong foundation for customer segmentation empowering marketing units to drive CRM initiatives. The PNR, Check-In and Ticket Repositories enable consistent service delivery at various customer touch points.
- 4. Partnership Management** – An essential aspect of Collaborative CRM and a cost-neutral Frequent Flyer / Loyalty Programme, Partnership Management is made easy by our solution. Flexible data formats for B2B transactions and information exchange drastically reduce the dependence on IT while selecting the right partner for business and for customers.
- 5. Seamless Integration** – Another must for building a long-lasting relationship with valued customers is the ability to have a consistent and reliable flow of information between various technology components. Our range of web-services and APIs, (Application Program Interfaces), lets your current applications integrate with CRIS allowing you to deliver an enhanced customer experience by having complete visibility across all channels from the customer's first interaction until the end of the cycle. CRIS integrates and exchanges data from on-board systems, websites, internet payment gateways, kiosks, call centres and various redemption channels.
- 6. Customer Affairs & Service Audit** – CRIS, with its feature-rich modules, allows you to deliver a world-class service to customers. When complaints arise, the Customer Affairs module helps you not only manage them effectively but also facilitates investigating these to take corrective action. The added feature is Customer Relations codes which will let you identify pain areas and proactively fix these to reduce complaints. Seamlessly integrated with Frequent Flyer / Loyalty module, the details of compensations, baggage issues, and all customer correspondence, (including document images), are now at the touch of your fingertips, making this module an invaluable and integral part of customer relationship management.

- 7. Deployment** – CRIS lets you choose how you want it deployed – licensed or hosted. Depending on your requirements, you can choose what suits you best. CRIS also has modules which you can use together or independently, not only can you choose “how” but you can also choose “what”.
- 8. Proven Return on Investment** – We strive to make CRIS a cost-effective tool. A high degree of automation for regular but laborious tasks combined with our re-defined work processes allow for effective utilisation of resources. This has reduced the cost of operations and resulted in excellent ROI.
- 9. Data Privacy & Security** – Considering the sensitivity and importance of customer information, data privacy and security are of crucial importance while developing and enhancing CRIS. Complying with various regulations including PCIDSS, CRIS is an absolutely safe platform for valued customer information. Access to key data elements is restricted through a well defined role-based access control mechanism and a detailed audit trail is provided for various transactions to prevent fraud and data loss.
- 10. Future Development** – We believe evolving continually is crucial – especially to suit the diverse needs of Loyalty Programmes and the ever-changing market dynamics. We take our product seriously and invest in its development with over 50 professionals working dedicatedly on enhancing the system to cater to the business needs of our rapidly growing customer community.

#### **Testimonials:**

*'The CRIS application, along with the team responsible for its continued development have proved to be indispensable not only to the Skywards team but further, key to the continued success of the Programme worldwide. This has been confirmed by numerous awards Skywards has won to date, including a recent prize 'Innovation Awards 2009' for the Skywards 'Instant Upgrade' product.*

*This would not have been possible without the capabilities of CRIS, which has been developed to work seamlessly with a multitude of systems (up to 33!) used across the Emirates group including our innovative in-flight system, KIS.*

*Thanks to latest version of CRIS - CRIS v2 and its dashboard view, we are able to cater to our Skywards members wherever they may be along their journey with Emirates, thus providing a consistent service with unparalleled ease. We would not hesitate to recommend the CRIS product to any business aspiring to reach beyond the realms of their imagination!'*

**- Brian Labelle, Senior Vice President, Skywards**

*'Our relationship with Mercator is not just one between a Technology Service Provider and client, but one where Mercator has become a valued partner. CRIS enables us to offer a consumer focussed FFP programme to our guests. Mercator's experience in this domain enables them to clearly understand Jet's needs. They have always been responsive to all of our customization and technical requirements ranging from daily operational issues to large-scale product enhancement projects.'*

**- Rahul Kucheria, General Manager - Relationship Marketing, Jet Airways (I) Ltd.**