



CRM & Loyalty Solutions

Customer Loyalty Management



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Introducing Mercator

- Mercator is a leading provider of business technology solutions to the global hospitality and travel industry. We deliver cutting-edge IT solutions that enable business transformation, process improvement and return on investment to more than 100 customers in five continents. We also provide the Emirates Group with the full range of high-end business technology that it demands.

As well as our Customer Loyalty and IT expertise, we have the unique advantage of being part of the Emirates Group, a leader in global travel and aviation industries.

As the CRM business becomes more competitive, and the pressure to reduce costs whilst improving service standards increases, businesses seeking loyalty solutions around the world are turning to Mercator for the answers. Our systems create an environment in which your customers benefit from the increased recognition and rewards they deserve and you can grow a thriving base of satisfied customers and retain their long-term loyalty.



Soar.

The Mercator People

- The driving force behind all Mercator solutions and services is our people.
- Our team of professionals is among the most experienced in the business, with sound industry knowledge and IT expertise. Our team prides itself on finding answers to the problems facing today's travel industry and on providing proven solutions for future challenges.

Our consultants are dedicated to always adding the maximum value to your business, whether during product implementations or when shaping mission critical strategies.

The Mercator team sets for itself the highest possible quality standards and abides by them. Our professionalism, attention to detail and commitment to quality means that you never have to worry. Every module, every function and every feature is tested and checked, until we know we have got it right.

Customer Relationship & Loyalty Management

- Customers now have a world of choice when it comes to choosing a brand they feel will serve them best. Competitors are poised to lure away your most loyal customers. This means that you have to work harder than ever to keep hold of your most valuable asset, making it essential to have a business strategy around customer understanding to build effective customer relationships. In other words it is vital to have a Customer Relationship Management (CRM) strategy with customer understanding at its heart to address the basic CRM questions, such as who the customer is, what the customer wants, how the customer is managed, why the customer does business with the organisation and who the competitors are. Technological advancement has increased capabilities to better understand and manage the customer efficiently and cost effectively by using customer knowledge acquired through frequent flyers and similar customer databases.

Exceeding customer expectations requires an integrated, end-to-end customer management solution by which to infuse customer intelligence into each and every interaction. CRM has undoubtedly become a key

differentiator to secure the maximum possible revenue and competitive advantage.

We have developed a solution which can be tailored to your business and can offer a wide range of functionalities. The system offers the advantage of an adaptable and evolving design, supports individual, corporate and family programmes and provides targeted marketing information and a 360° view of valued customers. In addition to increasing revenues and profitability through long-term loyalty and repeat business, it will give you complete flexibility to define strategies customised to fit your needs, the needs of your customers and the market in which you operate.

Your customers will get the recognition that they deserve and will thank you for it with their long-term loyalty. What's more, a continual stream of customer information will enhance your understanding of your customer and create the services to match their needs well into the future.

On the following pages we describe our approach to customer loyalty and relationship management, and introduce our system - CRIS.

A hand holding a long, curved wooden staff or spear against a cloudy sky. The staff is light-colored wood, and the hand is dark-skinned. The background is a soft, blue-toned sky with wispy clouds. The word "Faithful." is written in white text over the image.

Faithful.

Technical Information

Introduction

It is all too easy for customers to feel as if they are very small, unimportant pieces in a much larger puzzle. That's why it is important to recognise them for who they are – valued customers who deserve to be treated as individuals with their own specific needs.

CRIS enables you to do just this. It is the driving force behind a truly innovative and dynamic customer loyalty and relationship management programme and assures your business of a long-term solid base of loyal, happy customers.

The solution's inherent flexibility and scalability means that, within the airline industry, it can be used by any carrier, from small regional players to the largest global carrier. Thanks to its powerful rules engine, the system is readily tailored for the banking and telecommunications industry, as well as being capable of meeting the demands of any marketplace.

CRIS delivers true solutions to identifying the issues of customer relations and customer retention. CRIS has proven to be more than a mere customer database that empowers you to provide the best possible service to your customers by providing a unique, unified view of their requirements, wants and needs on user-friendly screens. It delivers an unrivalled relationship management tool, differentiating service and driving profitability through repeat business.

Business Benefits

CRIS is Mercator's purpose built solution for Customer Loyalty and Relationship Management.

- Offers the flexibility to design and evolve Loyalty Programmes without
- Empowers the marketing unit to deliver highly effective and targeted campaigns
- Integrates operational systems to deliver enhanced customer experience
- Delivers easy internet access to customers and staff for enrolment, redemption and an integrated view of the customer. APIs support call centres, reservations, check-in and personalised customer services enabling CRM at all touch points
- Gives call centre staff a user-friendly interface with features that increase productivity such as:
 - A member information dashboard
 - A list of tasks assigned to staff
 - User defined "My Favourites" giving quick access to various functions
- Offers a Messenger Service for targeted and event based communication with multilingual support
- Reduces operational costs via internet connectivity
- Tracks, monitors and processes customer complaints through an integrated service recovery module
- Proactively helps to solve small issues before they become larger problems

- PNR, Check-In, Ticket and Revenue data provides 360° view of valued customers
- Provides a comprehensive database of PNR records, which are used for automatic updating of FFP data and service recovery
- Provides support for effective Customer Relationship Management
- Evaluates customer lifetime value
- Supports Individual, Corporate, Family and Young Flyers Programmes through a single customer repository – a key CRM enabler
- Empowers marketing units to derive CRM initiatives via powerful rules-based customer segmentation
- Provides the highest functional coverage for member and customer management, programme management, partner management and fulfillment handling
- Enables visibility across all touch points to drive service delivery across all business units
- Enables extensive partnership management with flexible data exchange mechanism across various partners
- Assures low investment, faster and proven ROI
- Highly experienced domain experts
- Showcases latest technology using Open/Service Oriented Architecture
- PCIDSS (Payment Card Industry Data Security Standard) and PAI (Partner Alliance Interface) compliant
- Provides an edge in difficult business environment thanks to continuous evolution and innovation

Key Features

Customer Acquisition

- CRIS acts as a single repository for the various types of defined customers together with their profile information across different channels
- Customers can be enrolled in a number of ways:
 - Over the web
 - Online by a customer service agent while talking to the customer
 - Batch enrolments through data file upload
 - Through the reservation system interface
- CRIS is flexible in defining the customer profile set-up

Tier Management

- CRIS supports multiple user-defined tiers
- Tier change criteria are configured into the system. Changes occur automatically when the criteria are met and the appropriate fulfillment procedure is triggered
- Tier change criteria can be configured for individual markets

Rule Management

- CRIS has a powerful interface to define the rules for various promotions, member qualifications and tier changes
- Three types of rules can be defined in CRIS:
 - Promotional
 - Promotional rules are triggered by member earning activities, useful for marketing promotion campaigns

The miles earned are recorded as bonus miles and a special "miles to dollar" rate can be associated. Special cases of "member get member" and corporate bonus rules can be set

- Conditional

Conditional rules are used to indicate member qualifications into the programme. Multiple conditional rules can be set up in the system

- Tier Change

Tier change rules are used to upgrade, downgrade or retain members across tiers

- Rewards driven by the business include promotions such as cash plus miles or discount on awards. The rules engine can be set up to define the reward promotion based upon various selection criteria
- The prerequisites for the application of these rules can be set based upon the following criteria, thus enhancing the power of the rules engine:
 - Member profile details such as tier, territory or country
 - History transactions e.g. completion of a number of similar transactions
 - Activity details such as flight number or sector
 - Special criteria, a tool that allows writing of a query including any member attribute from the database

Mileage Accrual

Miles can be earned as tier miles, miles or bonus miles.

- Tier miles are used to move members across tiers

- Miles are earned to claim various member rewards
- Bonus miles can be awarded on marketing campaigns driven by member profile, activity attributes and historic trends
- Miles can be automatically credited to the member's account via:
 - PNR repository
 - Text file uploads for partner activities
- The expiry period for miles can be configured into the system as per the requirements example with oldest miles being burned first
- Retrospective claims can also be handled in CRIS, for example:
 - A passenger fails to show his FFP membership card at check-in. On his return he calls the service centre to claim his miles, the call centre agent is able to verify travel by checking the customer data on the PNR repository, once verified the miles are immediately credited to the member's account

Mileage Redemption

- Miles can be redeemed in real time for flights on the host carrier through the reservation system interface, thereby streamlining processes and removing the need for manual intervention
- Members can redeem multiple activities in one transaction, for example, flight, hotel accommodation and car hire
- Cancellations are also managed in CRIS with options to specify cancellation charges or percentage of miles returned to the member's account
- The system supports flexible zonal mapping to compute redemption miles required for rewards
- Administration charges are managed such as rush delivery and cancellation fees

Family Programme

- CRIS supports the management of a Family Programme. One member is appointed as the head and any number of family members can be supported
- Each named person is a full FFP member, earning miles with a percentage of those miles being posted to the head's account

Partnership

- FFP members are able to accrue and redeem miles against various organisations with whom the host airline has agreements
- Partner contracts are defined in the system and an exchange rate is set for each partner
- A comprehensive partner data exchange module supports partner accrual and redemption activities
- Member activities are uploaded to CRIS and validated prior to posting the miles to member accounts
- Billing reports are automatically generated
- Double dipping check feature attempts to prevent miles accrual on multiple programs for the same travel

Travel Coordinator

- CRIS supports account management through a customer's nominated travel coordinator, enabling them, on behalf of the member to:
 - Redeem rewards
 - Check flight details
 - Check mileage balance
 - Update seating preferences
 - Update special meal or drink preferences

Corporate Loyalty Programme

- Comprehensively manages corporate accounts where normal "earn" and "burn" policies apply
- Special bonus schemes can be configured to individual client specification
- Supports the creation and management of frequent flyer programmes for children
- An individual can become a corporate member at any point of time and can avail corporate and individual benefits

Customer Affairs & Service Audit (CASA)

- Customer Affairs & Service Audit - CASA, a module of CRIS, monitors and logs all incoming and outgoing customer communication and incidents, including customer complaints and compliments
- It categorises the complaint and then generates an acknowledgement using a customised or standard template letter
- The CASA module also facilitates workflow management for investigation and service audits from communication, logging the contact, through investigation, to compensation
- Compensation profiles can be defined against the complaint categories
- CASA is fully integrated with PNR, check-in and ticketing system to handle complaint in most efficient manner
- Helps to generate various reports like mass mailing report, payment reports and contact details report

Other Key Benefits in CASA include:

Document Imaging

- CASA converts paper documents into electronic images without the paper-bound constraints of time or distance
- It helps to improve operational efficiency by consolidating paper and electronic processes into a single workflow

MS Word Interface

- CASA is capable of exporting all the documents in MS Word through its connection with MS Word interface

Mass Mailing

- CASA helps in mass mailing to send bulk emails like newsletters and promotional offers
- Promotions can be sent via email or fax and scheduled for specific dates
- CASA can create email and fax contents in multiple languages
- CASA is capable of creating emails in plain text or html format
- CASA has the ability to segment and send valuable information to members. For example, you may send messages to members if there is any change to a specific flight schedule

Customer Messenger

- CRIS has a powerful messenger service that can be segmented to send valuable information to members. For example, a member may want to know if there is any change in their flight schedule
- This can be achieved through automatically sending them an SMS message or e-mail, either on an ad-hoc basis or as a broadcast

- CRIS has the capability to maintain letter templates for different methods of communication (CMS, SMS or postal mail)
- CRIS messenger is a dynamic tool that provides multi-lingual support
- Other communication mediums that can be supported in CRIS are fax, IVR and postal mail

Customer Information Repository

PNR Repository

CRIS provides a comprehensive repository of customer bookings which is a very useful element to enable CRM. This repository can be used for:

- Automatic updating of travel preferences
- Automatic accrual
- Verification of retro claims
- Confirmation of actual travel

Detailed information can be generated based on the travel patterns of each passenger.

Check-in Repository

CRIS provides complete information of check-in records, which can be used for:

- Promotions
- Handling retros
- Investigation of disputes
- Boarding card and baggage for handling complaints
- Directly integrated with ticketing and loyalty systems
- Passenger downgrade/upgrade information at check-in time

- Relevant information is available in the system as soon as check-in closes
- Go show / no show processing
- Accepts paper tickets issued by other airlines

Ticket Repository

CRIS ticketing system is fully integrated with reservations and check-in system and can be used:

- To handle complaints
- To manage promotions
- To manage accruals

Customer Relationship Management

Acquisition

CRIS allows you to cultivate strong, effective relationships with customers, by helping marketers learn as much as possible about each consumer's specific needs, preferences and behaviours. Similar to direct marketing, CRIS is a multi channel marketing vehicle; achieving successful CRM requires a multi-faceted knowledge base, including an understanding of customers, sales, marketing effectiveness, responsiveness and market trends, which is completely provided by CRIS.

A key factor for the growth of any business is the acquisition of new customers and the retention of existing clients. While customer acquisition is a key goal, it poses challenges, including potentially high marketing costs and efforts needed to close a sale. Companies, regardless of size and geography are looking to:

- Expand their customer base

- Minimise costs and customer acquisition lead times
- Improve customer relationships by creating effective loyalty programmes

Everybody wants to get the most out of their business, so customer acquisition means the implementation of client-specific strategies to help reach your customer goals. These targeted strategies are designed around specific business needs. Whether through affiliate marketing, alternative media strategy, or other methods, CRIS will deliver customer acquisition results tailored to your needs.

Through CRIS, customer acquisition isn't just about getting you new customers; it's about getting you the right customers. For a business, cost-effective customer acquisition requires targeted customer strategy.

Segmentation

CRIS has a powerful messenger service that can be segmented to send valuable information to members. For example, an airline may wish to send promotional messages upon qualification to a higher tier. This can be achieved through automatically sending the customer an SMS message or e-mail, either on an ad-hoc basis or as a broadcast.

Lifetime Value

Customer lifetime value has intuitive appeal as a marketing concept, because in theory it represents exactly how much each customer is worth in monetary terms, and therefore exactly how much a marketing department should be willing to spend to acquire each customer. CRIS recognises the complexity of and

uncertainty surrounding customer relationships, and has built its own set of rules for calculating a customer's lifetime value called a Member Score, a feature which derives information from the revenue generation through that customer.

Empowering touch points with customer knowledge

- CRIS has the capability to strengthen your brand with seamless customer touch points
- Delight customers with transparent, warm interfaces
- Enable one-to-one marketing, strengthening customer relationships
- Assess customer-centricity; value proposition gap analysis
- Empower customers in the use of each interface
- Ensure cross-interface data availability
- Capture both verbal and non-verbal information
- Balance style and substance for optimal profit and experiences

CRIS helps you achieve exceptional contact and customer relationship management, empowering your sales force and distributed business teams with access to your latest client interactions and company activities. It can be completely tailored to your company through simple, point-and-click business user configurations, saving you the hassle and high cost of other CRM providers. It is an on-demand tool that can literally be set up in hours or delivered to you on-premises.

Administration

- The CRIS administration module facilitates the easy one time set up and maintenance of reference data such as customer types,

activity types, enrolment methods and tiers

- CRIS uses Oracle's scheduling feature to execute offline jobs such as tier upgrades, card fulfillment and welcome letter mailing
- CRIS maintains letter templates used for communication by the call centre agents
- CRIS security can be maintained at group and user levels. Access to different modules can be restricted at both levels
- The CRIS rules engine is defined and controlled at the administration level
- The System Query Builder module gives an administrator further access to various data elements stored in the database

Technical Architecture

CRIS has been developed using state-of-the-art, open and scalable technology:

- Oracle Database
- Any reporting tool, such as business objects
- Runs on UNIX, Windows NT, Windows 2000
- Microsoft IIS 6.0 or above
- MQ Series (Optional)
- Comprehensive set of web services are available for third party system interfaces
- Has enabled interfaces with IVR, CTI, Fax, SMS, Email, POS etc...

Product Development Strategy

The CRIS product development strategy focuses on empowering customer touch points with comprehensive customer knowledge

provided through an integrated system architecture.

CRIS'enabling philosophy is to achieve visibility across all channels and drive service delivery across all business units.

Other Features

- **Child Programme** - CRIS supports a child programme which helps recognise young flyers, rewarding by enhancing their travel experience. The system can set this up exactly as the adult programme with additional requirements of a parent/guardian linked to this account
- **Purchase of Miles** - A customer can purchase extra miles to top up a personal account. Payment can be made directly on the system or interfaced through online payment gateway
- **Alias Cards** - Co-branded card information or any other loyalty membership details can be stored to help target campaigns
- **Country Based Address Logic** - A unique feature to support country wise logic in the address template helps reduce incorrect and incomplete mailing information. Multiple templates can be defined for different countries which are available based on the country selected by the customer
- **Alias Names** - CRIS has a feature to store alias names of a member to facilitate auto accrual and minimise the risk of rejection due to name mismatch
- **Query Builder** - Multiple queries for different functionalities can be set using the query builder. This feature is similar to create PL/SQL block or Dynamic Query in CRIS using the query builder
- **Fulfillment** - Different methods of fulfillment, (paper, email), can be made available for various communication (statement,

cards, welcome letters etc...) in multiple languages

- **Multilingual Support** - CRIS has the capability to support different languages to enhance communication with the customer
- **Workflow** - CRIS provides a comprehensive module of customer contact, may it be complaints, compliments or queries, while keeping a log of all incoming and outgoing communication. This correspondence can be assigned to individuals or departments who can track the assigned case on the workflow. This is supported with escalations and reminders based on expected completion date; the dynamic module can be set up and modified most conveniently as and when required

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