

RELATIONSHIP MANAGEMENT

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A BLUEPRINT FOR EFFICIENCY

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PROJECT OVERVIEW

Introduction

Relationship Management is a business strategy allowing airlines to optimize profitability, customer satisfaction and their revenue base. A comprehensive strategy manages all customer and intermediary interactions in a consistent and value-oriented manner.

It is more than a myth that it can be up to five times more expensive to recruit a new customer than to sell to an existing one, so why the excitement about selling to some new customers when the old ones could be showing up as the new customers of a competitor?

If the so-called incremental transactions were attributable to sound relationship management to drive customer retention and cross selling with the attendant increase in customer lifetime value and reduced marketing cost, which would have delivered more to the bottom line?

Among other tools, Relationship Management supports business functions, delivering

- Contact information to the reservations and customer service teams so that calls can be handled better
- Agent/intermediary information to sales teams, so they can better prepare
- Enhancement to loyalty programmes and memberships with more relevant communications and propositions being delivered to customers and better management of award overheads

Along with meaningful analysis of

- The effectiveness of your marketing
- The levels of engagement with individual customers
- The relationships with your intermediaries and third party sales agents

Relationship Management need not be reserved solely for the sell-side of the airline. The same functional and analytical concepts can be applied to deliver information for procurement teams to handle suppliers more effectively.

Independent Relationship Management & database marketing expert Michael Collins has joined forces with Airsource Partners to help airlines design and implement a customized and successful strategy.

Project Description

This project led by a recognized UK-based expert is about helping airlines design and implement a highly customized and efficient Relationship Management strategy allowing airlines to optimize profitability, customer satisfaction and their revenue base.

Relationship Management is not technology... It is a BUSINESS STRATEGY that relies on and can benefit all areas of the organization with the relationship with the contacts at the heart of all processes, communications and policies. This in turn may be supported by new technology, but in all cases the fundamental element is data.

Having all the information together in one place can help deliver a complete picture of every contact, be it customer or prospect, agent or other sources of business or suppliers, which can then be used to drive effective workflows and business process to deliver profitable relationships.

If properly structured, implemented and managed, such a strategy supported by robust data acquisition and management processes will bring very valuable benefits to airlines and this project provides consultancy services to help address the key elements so that it may be implemented successfully.

Airsource Partners' Relationship Management experts help airlines design and implement successful strategies and will help avoid the all-too-easily encountered pitfalls of implementing a new business culture.

The experts will help determine the requirements in consultation with airline stakeholders to provide the basis for

- Planning marketing, intermediary processes and customer service procedures and priorities
- How CRM should be applied, considering acquisition of data and communication strategy
- Business process and workflows
- Reporting structures
- Communication channels and data
- Lead and prospect nurturing
- Agent and intermediary development
- Customer journeys and retention strategy
- Data governance
- Identifying new processes for delivery of marketing communications
- Determining functionality and requirements for integration with other systems/data
- Business case building

Thereafter they will assist with establishing requirements for technology, the selection of technology vendor(s) if required and can provide support during implementation.

Airsource Partners is NOT in the business of supplying Airline IT Solutions. Nor do we offer IT systems for Relationship Management. Our experts can however help you make your way through the crowded world of solutions providers.

Airsource Partners' intervention can be limited to the drafting of the requirements for the strategy and the technology that may be needed. At the airline's request Airsource Partners can also be more deeply involved in the search and selection of the best-suited vendor. Last but not least Airsource Partners can assist airlines and their selected vendors during the actual implementation of the retained solutions.

Do not hesitate to contact us for a detailed estimate for Relationship Management consultancy.

Experts / companies available for this project

Michael Collins - UK

Michael Collins is a specialist in data strategy and Relationship Management. A Chartered Marketer and a Fellow of the Institute of Direct and Digital Marketing he has more than 30 years experience in the use of marketing databases and in providing direction on building relationships with both direct customers and distribution channels. An internationally acknowledged consultant, trainer and author, he has taught at several UK university business schools and has delivered his seminars and workshops to professional audiences across Europe, North America and the Far East.