



salesforce



Conztanz will enrich Salesforce Customer Service App with all relevant travelers' data for Airlines.

Salesforce has targeted the Travel industry as a major opportunities for the coming years. It is winning market shares quickly as an increasing number of airlines are adopting its solutions, especially the Customer Service app which role is to manage the customer requests and claims.

Salesforce has important clients within the Airline industry such as EL AL, Emirates, SouthWest, United, KLM and much more.

Challenge

Feeding the powerful Salesforce Customer Service app with the necessary customer data is a complex task for airlines due to their IT legacy.

The traveler related data are usually scattered in multiple systems - PSS, DCS, bag system - not correlated and not linked to individuals. It is managed on a per-booking management logic while Customer Service needs to handle cases on a per-customer basis.

The richer the information is on the customer, the better it is to rapidly and properly handle a case.

But getting access to those customer data is a real challenge.

Solution

ConztanzONE built an app distributed through the Salesforce marketplace, the APPexchange. This app, embedded ConztanzONE technology, solves the airline's problem concerning customer data access and provides immediate access to the customer's profile & history, when a case is created in Salesforce. With the Conztanz App for Salesforce, the customer agent has the necessary information to handle the case.

The data provided can include complementary information such as real-time events happening during travel : cancelation, delays, missed flight, loss of luggage, etc.

Beyond simple information usage, those events can be used as triggers to generate automated cases to manage a disrupted traveler in real-time, or automation of case treatment automation upon customer's segment or attributes.

Going further, Conztanz enables to identify frequent travelers that are not member of the Loyalty Program to ensure appropriate rules are applied to handle such a high-value customers.

The app integrates all the technology of Conztanz Travel Data Agility platform and the strong airline expertise. of Conztanz's team.

Expected Results

- ★ Reduced time for case handling
- ★ Higher client's satisfaction, lower loop or case re-opening
- ★ Higher level of service thanks to better knowledge
- ★ Enablement to detect some problems in advance and handle them proactively

