SKYGATE

CRM

Functional Description

January 2005

DRAFT

SkyGate*CRM*

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SkyGate CRM - Overview

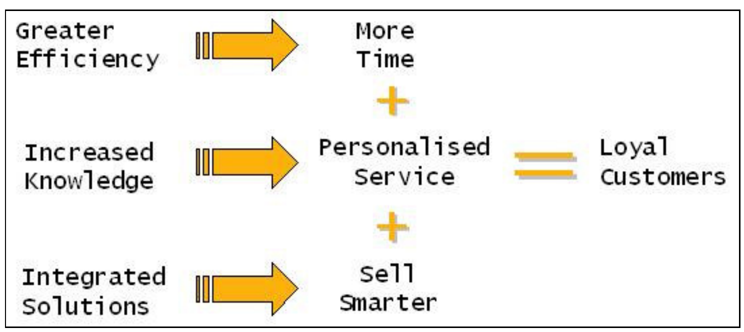
In today's volatile environment, the ability to understand your customers needs and offer qualified and personalised service is essential to retain customer loyalty and profitability.

Although Customer Relationship Management has been a hot topic on the management agenda for years, few travel agencies have had the tools to implement a CRM strategy. SkyGate CRM gives you the tools to improve customer service through all customer contact points and build long-term relationships.

In itself tracking customer information isn't sufficient in the competitive corporate travel market. SkyGate CRM integrates SkyGate Zoom'n'View, giving you slice and dice reporting thus enabling you to apply business intelligence to the CRM data. Zoom'n'View enables you to maximize the strategic value of their CRM data allowing you to measure, predict, report and optimize customer relationships across the organization.

In the highly competitive corporate travel market, Newport was designed together with our customers in response to the needs of today's corporate travel agencies with the following key drivers in mind:

- Know your customers, giving the ability to offer a personalised and qualified service
- Increase efficiency through all customer contact points, without reducing quality standards, giving each individual more time to spend with their customers.
- Sell smarter, easy integration of internal and external services for additional selling opportunities.



SkyGate CRM has be designed specifically to support, improve and ease the daily work routines throughout the travel agency, resulting in:

- Increased customer loyalty through improved customers service
- Increased profitability through a better understanding of customer needs and customer benchmarking

Four integrated components

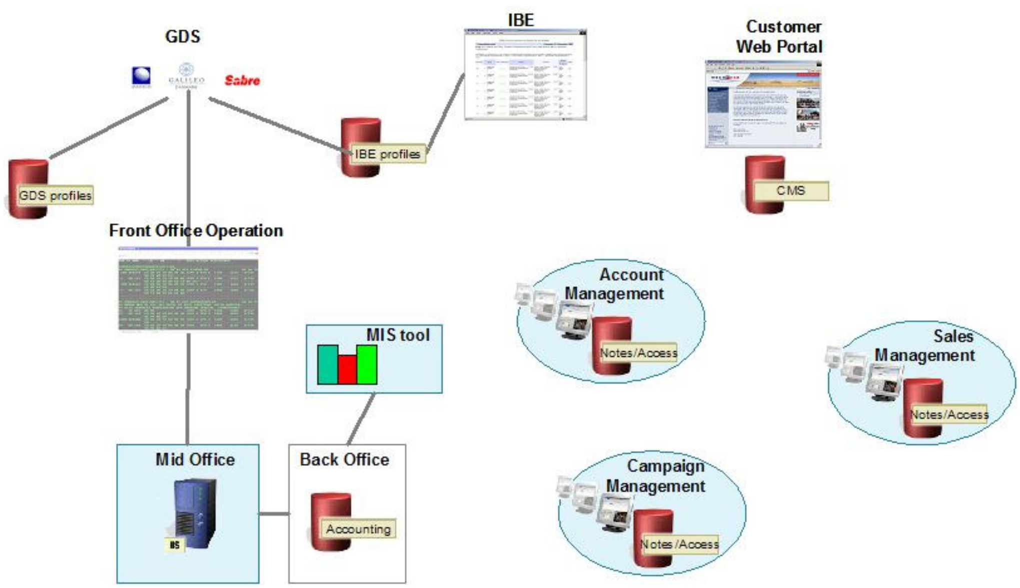
SkyGate CRM comprises of four, fully integrated components:

- Sales management
- Account management
- Claim management
- Profile management

Information is stored in a single database and available throughout the organisation. Eliminated are the independent silos of otherwise related information, that exists in many travel agencies today, where customer information is found in GDS profiles, online profiles, back-office, campaign management and account management systems – to name the most obvious. Likewise the costly re-entry of customer data in the different systems is eliminated – giving your employees more time to serve your customers.

Elimination Travel Agency Information Silos

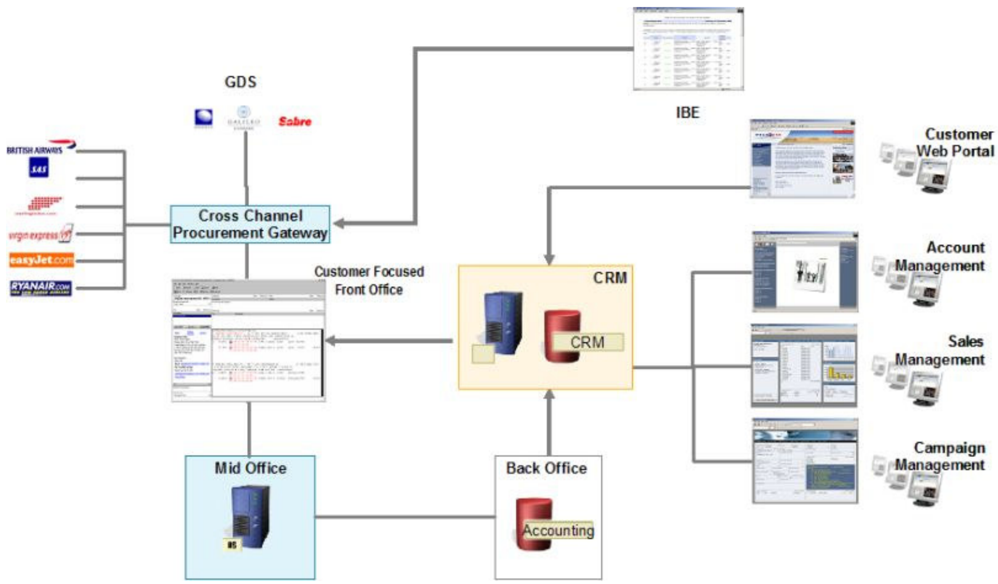
It is our experience, that whilst many functions already within the travel agency, beyond the traditional GDS through mid/back-office integration, information exists in independent silos, without any form for integration, as illustrated below.



Potential silo's of information in today's travel agency

SkyGate CRM eliminates the silos, by consolidating all information related to a customer, illustrated below, giving the travel agency a complete picture of the customer. This includes:

- External reservation data from the GDS, online booking engines and suppliers, i.e. integrated cross reservation channels
- Financial information from the back office, including customer contract and forecast data for benchmarking
- Internal data and correspondence from key account management, sales, marketing and customer service
- Customer policy and traveller preference information
- Benchmarking data, time spent per booking, customer and agent, enabling customer segmentation etc.



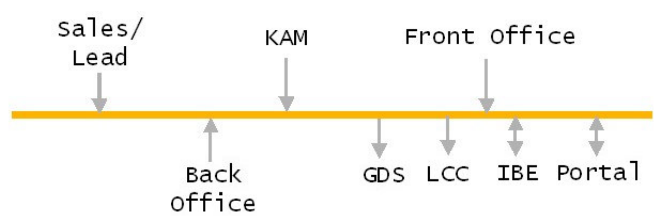
Know your customer. Integrated SkyGate CRM

The Profile lifecycle

"The Profile" is the heart of any CRM system and information about a customer should be collected and consolidated throughout the travel agencies contact with the customer, including the time that the customer was only a 'lead'.

SkyGate CRM enables you to collect and consolidate information about a customer through the customer lifecycle. SkyGate CRM supports four levels of profiles – traveller, account, division and concern.

Initially information about a customer is created in conjunction with the lead and sales processes. Information about a customer can be imported from an external database and customers segmented after various criteria. Information can be made available to an external telemarketing company and contacts tracked.



When a lead becomes a customer, Key Account Management takes over integrating contract and forecast information and information from e.g. the customers HR system. When the agency services the customer actual revenues and travel information are integrated from the back-office allowing KAM to track the customer, manage follow-up etc.

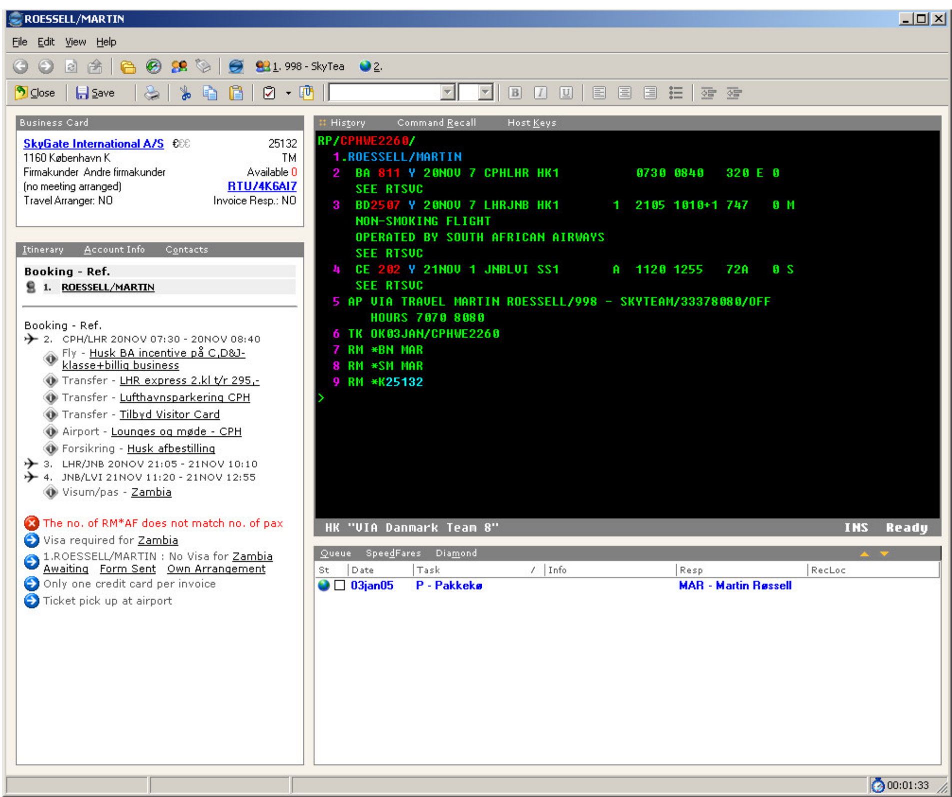
During the daily interaction with the customer, relevant information is made available in the front office, and the travel counsellors will be able to maintain relevant traveller information, when e.g. a traveller changes frequent flyer number.

As travel agencies increasingly offer online interfaces to their customers, either through some kind of travel portal, or internet booking engine (IBE), changes made through these interfaces are automatically reflected in the travellers CRM profile, and updated in the Global Distribution System (e.g. Amadeus), ensuring that all channels use a single unique set of information.

SkyGate CRM integrating SkyGate Front

SkyGate CRM can be implemented as a stand-alone solution or integrated with SkyGateFront*.* SkyGate's front-office solution giving the additional advantage of:

- Real time customer specific quality control based on parameters set in the CRM system,
- Display of general company and traveller information as well policy, preference information and destination specific information in the front-office based on e.g. an account number and traveller names entered in the PNR
- Context sensitive display of relevant information from CRM in the front – e.g. air company contracts and traveller frequent flyer information during the air booking process
- Display of company and traveller "reminders" generated by key-account or sales
- Customer benchmarking through logging of time spent working on customer requests



SkyGate*Front* – integrated with CRM

Beyond integration with customer and traveller information, SkyGate Front offers:

- A multi-channel environment enabling the seamless integration of search for low cost carrier alternatives based on the input to the GDS,
- Workflow management through an extensive queue management system enabling load balancing across or within teams and multi-channel management instead of single-channel management when using the GDS queues.
- Integration with third party products and back-offices

SkyGate CRM – Common features

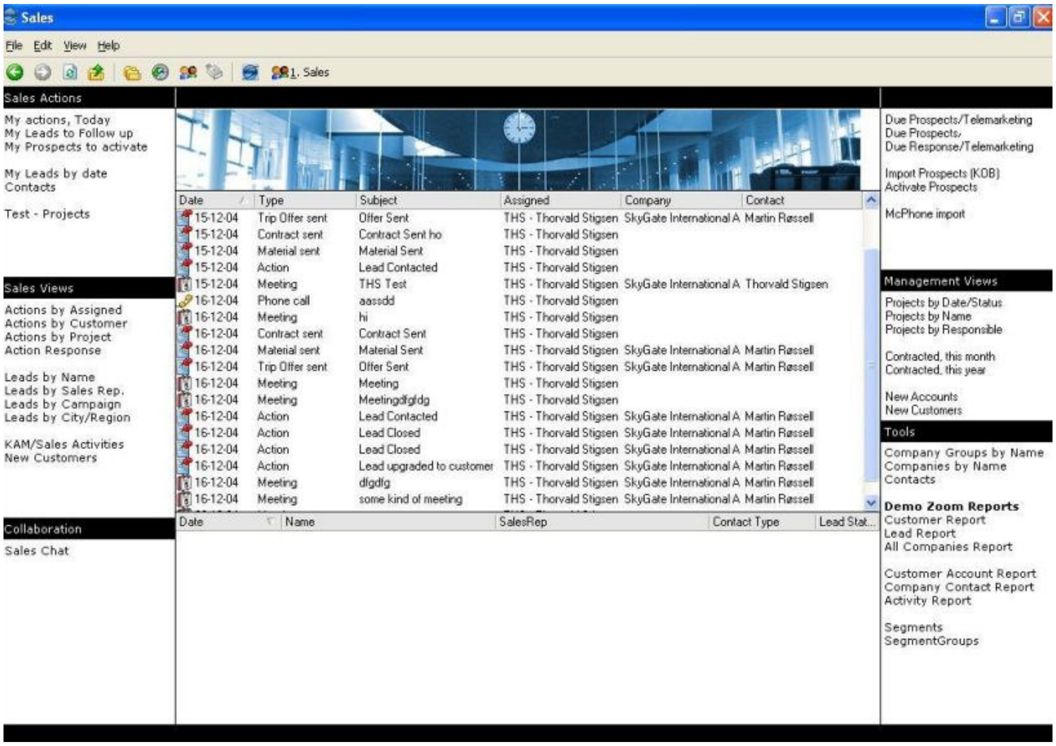
SkyGate CRM contains a number of standard functions that are available across the four components (Sales Management, Account Management etc.). These include:

- Personal, group and company calendar to track activities
- E-mail – outgoing e-mail, but also the automatic assignment of copies of incoming e-mails to the relevant accounts for future tracking etc. (i.e. they don't just end up in the recipients inbox and potentially never made available to others working the account).
- Chat capabilities for online meetings (internally)
- Telephone message system
- Extensive 'slice and dice' reporting capabilities as well as pre-defined views of the standard information

Sales Management

The Sales Management module enables the travel agency to manage leads.

- Initially leads can be imported from an Information Service Provider (or entered manually) and at import are checked against customers, "black listed" customers and previously closed leads



Sales Management Desktop – My Actions, Today

- Leads can be assigned to a Telemarketing company for follow-up. The telemarketing company can maintain the status directly in the Sales system and upon completion Sales responsible are immediately notified – an action is placed in a Queue

- All interactions with the customer, both by the telemarketing company and internally, are monitored for future use, these include who has contacted the customer and when, to eliminate duplicate contacts, as well as the outcome of each contact. Once the lead is turned into a customer, revenue forecasts can be stored for benchmarking and contract follow-up etc.

- All actions related to a lead can be managed from the Company details card. Actions include, registering new contacts, setting up a meeting, sending additional information, a specific trip offer or a contract to the customer, closing the lead or changing the status from lead to customer.

- Information related to leads and actions upon leads can be easily retrieved, by for the individual sales representative, across the sales organisation and in specially defined management views.

    - The Sales Management workspace enables the sales person to view his or her own actions and leads, as well as the whole sales organisation. The different views include:

        - My actions and today's actions – sorted by date, action type, company)
        - My leads to follow-up
        - My prospects
        - My Leads and contacts

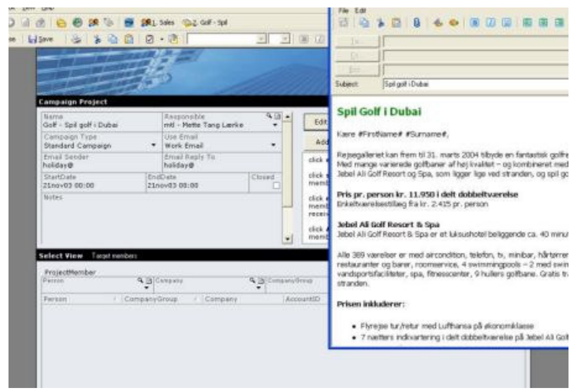
    - The Sales Management workspace enables views across all prospects managed by the sales organisations:
        - Actions by assignee, customer, project and response/outcome
        - Leads by name, sales responsible, campaign and by city/region
        - Sales activities by company, assignee etc.
        - New customers by sales representative

    - In conjunction with new campaigns it is possible to view
        - Prospects assigned to Telemarketing and to the sales organisation
        - Prospects awaiting feedback from Telemarketing

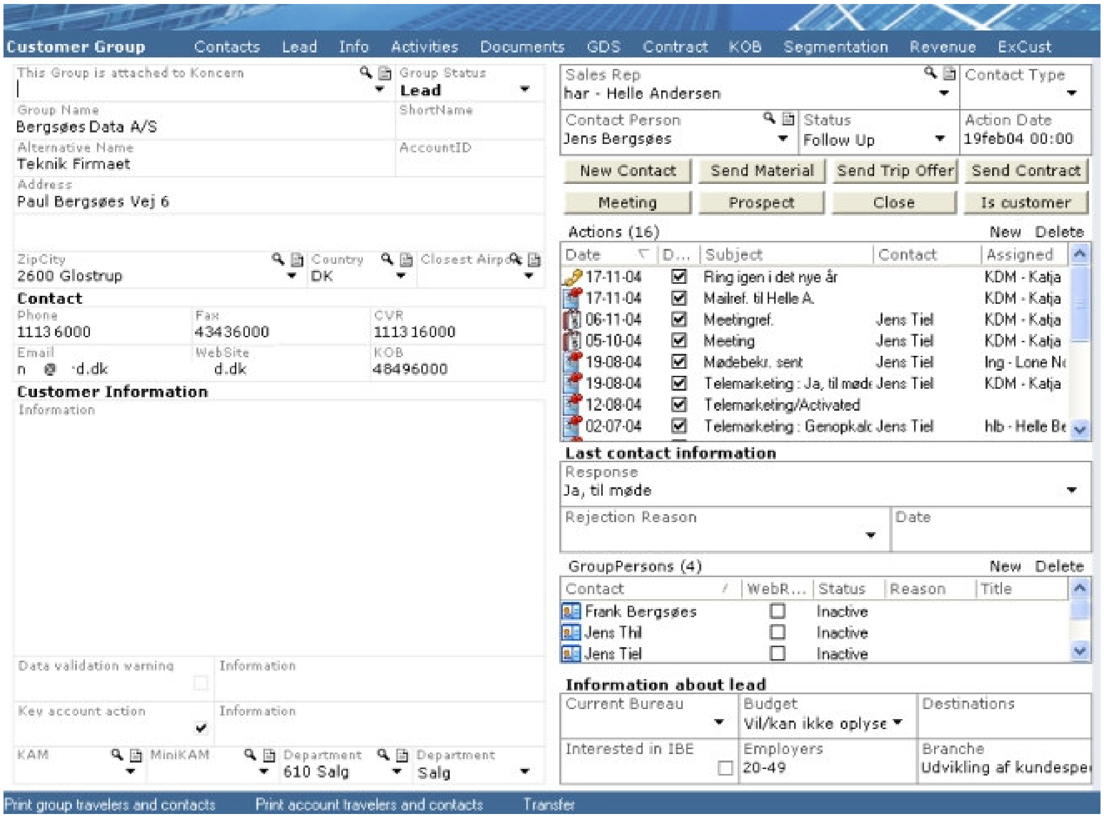
    - Management views include
        - Projects by date/status, name and responsible
        - Customers contracted this month, this year

    - Ad hoc reporting

- Leads and captured accounts can be associated to a specific campaign, including the capability to develop and follow up on campaigns. A campaign template is shown here. Campaigns are associated to accounts for easy follow up, tracking and "hit management" – i.e. which campaigns have been successful against which accounts.



From the sales management workspace, the travel agency sales employee has a unique lead management tool, fully integrated with account, claim and profile management modules (and in the front office when CRM is integrated with Newport), ensuring that relevant information is available throughout the organisation – without any form of data re-entry.

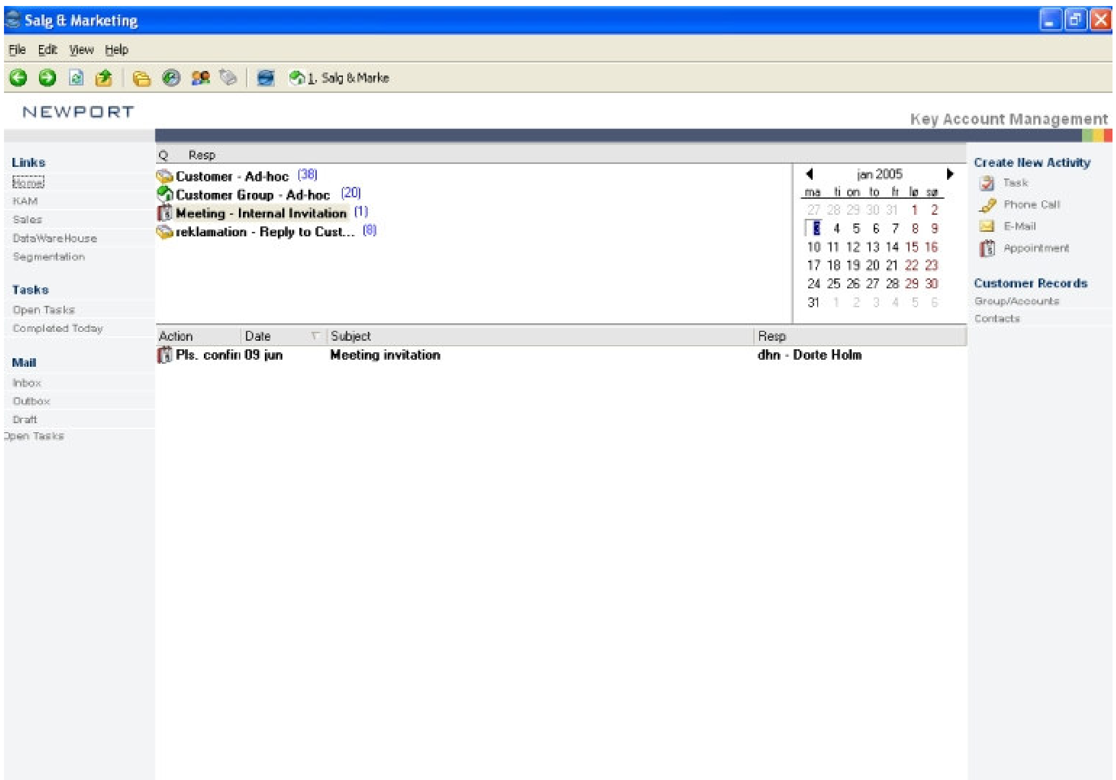


Customer Card – Lead Activities

Account Management

The Account Management module enables the key account management team to manage their key accounts.

Customer Accounts can be maintained at three levels: Concern, the highest level, Groups, the middle level and Accounts. This is described in more detail in Profile Management.



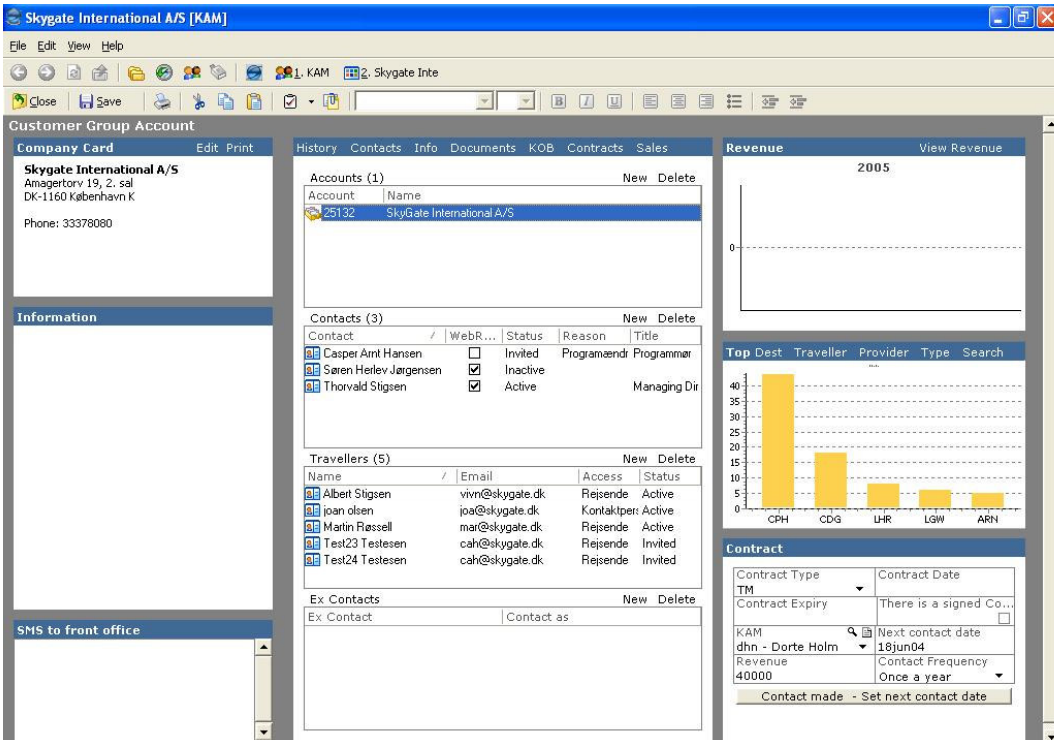
<u>Account Manager – Open Tasks</u>

The Account Management features include:

- When logging in the Account Manager is presented the current activities queue – meetings, customer follow-up, telephone messages etc.
- Maintain customer information on the customer card (initially generated in the sales process) the key account manager can add information relating to:
    - Company hierarchy – create concern, group and accounts
    - Maintain customer general information at all three levels
    - Customer contacts
    - Maintain contract information
    - Develop revenue forecast and map forecasts to generated revenues
    - See sales related activities generated in Sales Management
    - List individual travellers associated to the account and access traveller cards

- Quick views of top travellers, destinations, providers and types of travel (air, car, hotel, ground etc.)
- Marketing information requested by and targeted to the customer

- The history log contains a log of all transactions with the customer, including copies of e-mails, correspondence, meeting minutes etc.



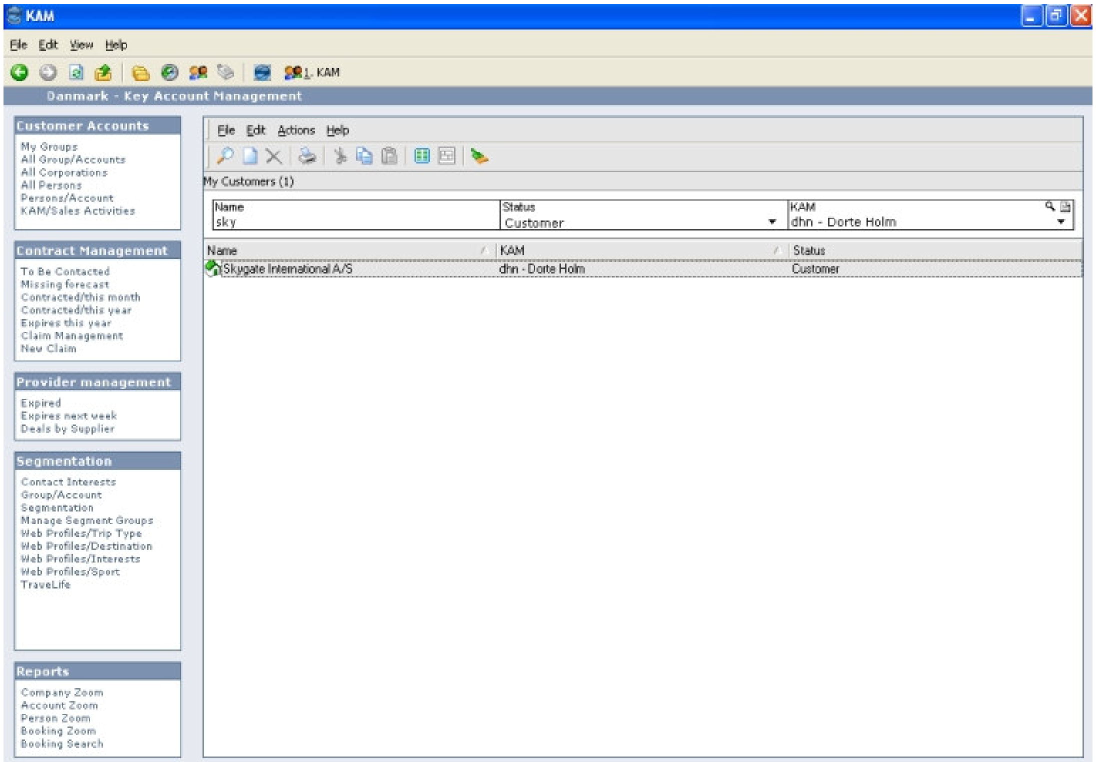
<u>Customer Card – Contact and key indicator information</u>

- Search for customer accounts:
    - View of all of the account managers own accounts, with easy access to the relevant customer card
    - Customer based search of all customer accounts via various search criteria
    - People based search of all individuals associated to customer accounts, via various search criteria

- Contract Management:
    - Lists of accounts to be contacted based, either via manual generation of an activity or automatic generation based on contractual deadlines
    - List of customer accounts with missing forecasts
    - Lists of customer accounts generated during the last 3 months and last year
    - Lists of accounts where the contract expires within the next 30 days

- Provider management
    - Lists of supplier contracts that customer accounts have signed with suppliers
    - Lists of supplier contracts close to expire
    - Lists of contracts per supplier

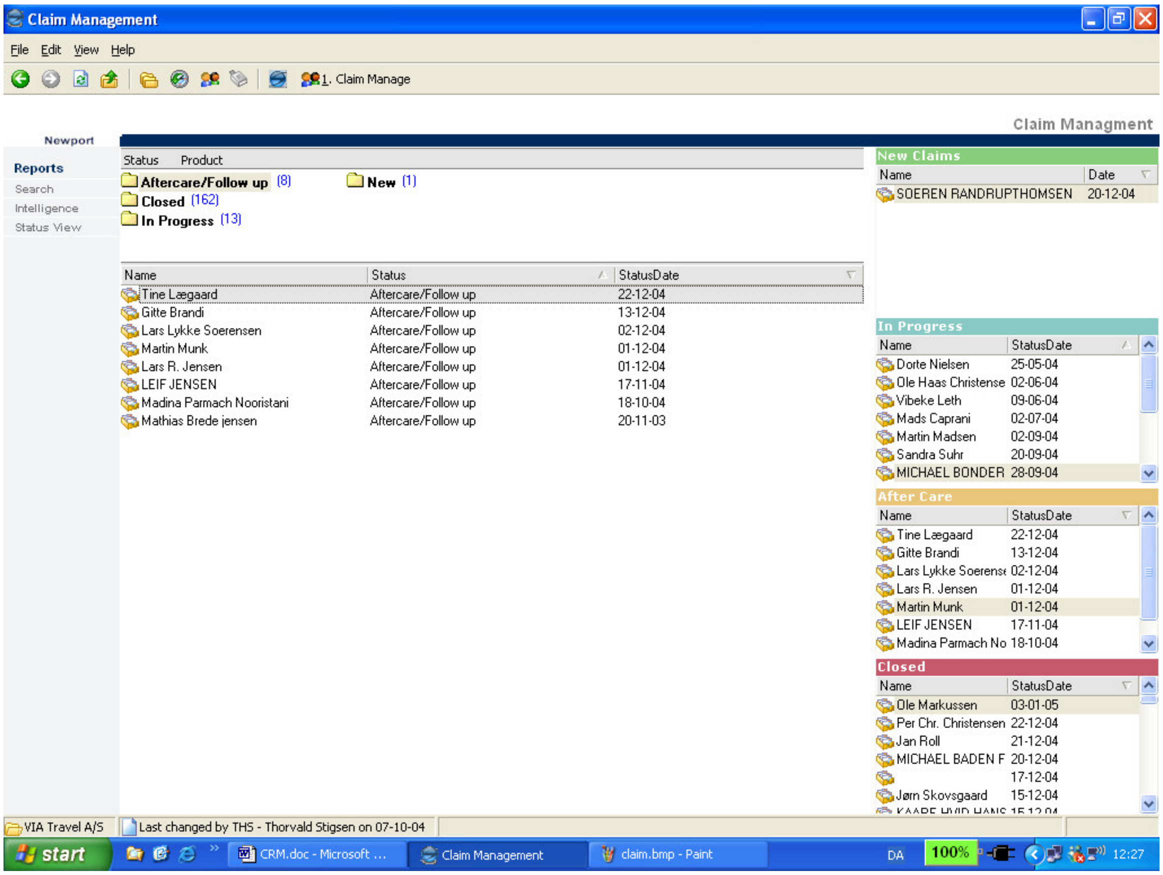
- Definition, management and reporting on different rules for customer segmentation
- Ad hoc reporting covering customer accounts, travellers and bookings.



Key Account Manager Desktop – Search

Claim Management

The Claim management module enables the travel agency to manage travellers' claims, from documentation of the claim, through processing, after care and closing the claim.

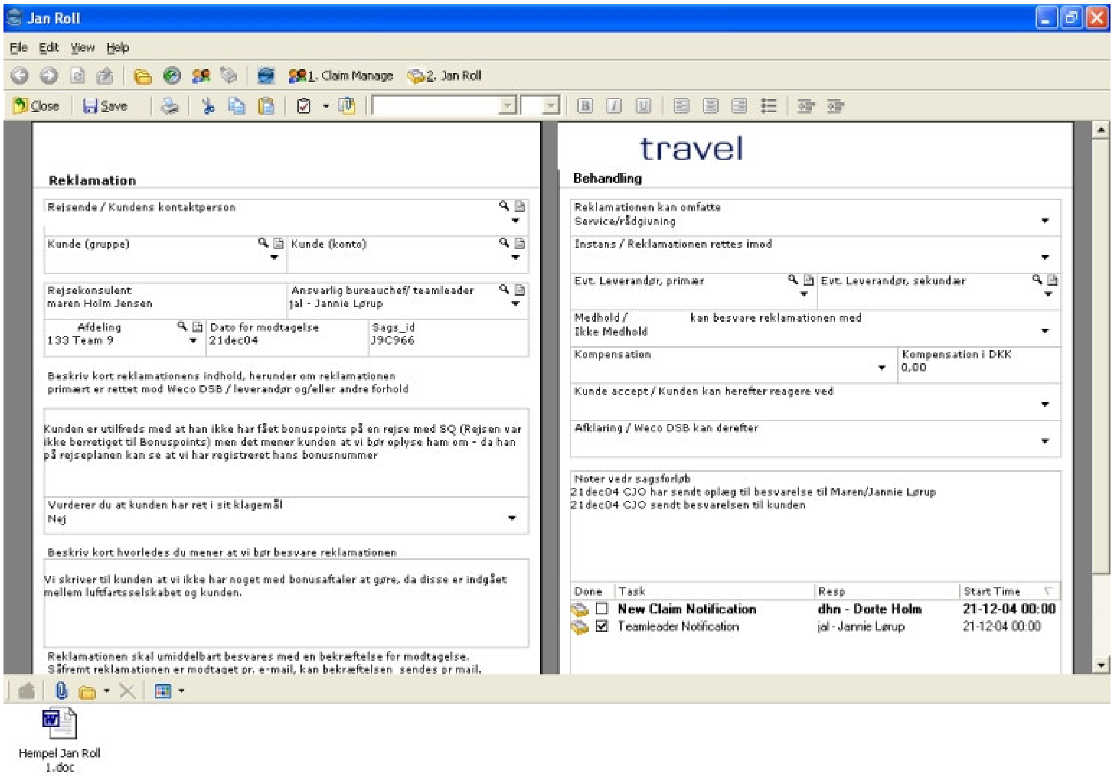


Claim Management

Claim management contains the following features:

- Online claim sheet where the account manager, or other individual, documents the claim and attaches relevant documentation.
- Claim workspace where the claim manager cam see new claims, claims in progress, after care (closed claim where follow up with the customer is needed) and the latest completed claims.
- Claim processing, an online document where the processing of the claim and all associated activities are documented and the status of the claim maintained
- Search for claims using different search criteria
- Manage follow up via activities to relevant individuals involved in the claim (e.g. KAM contact to the customer etc.)

- Ad hoc reporting



<u>Claim recording (left) and response (right) – note documentation (bottom) is kept with the claim</u>

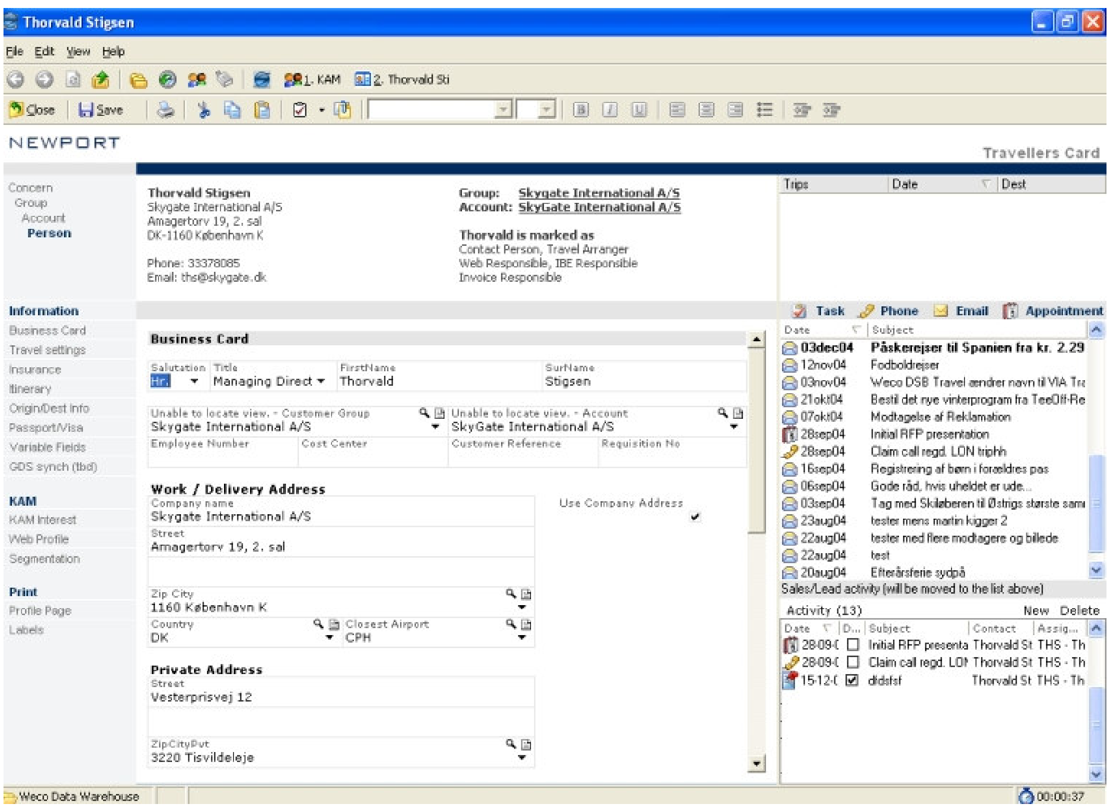
Profile Management

Profiles are managed throughout the customer acquisition and key account management process. The customer card(s) can be maintained by the sales executive as well as by the key account manager. When integrated with the front office, the front office employee can likewise maintain, primarily traveller information.

Profiles are available throughout the organisation and can be synchronised and made available to third parties, e.g. an online booking engine.

Four levels of profiles exist within SkyGate CRM:

- Traveller
- Account – one or more travellers are associated to an account
- Group – here it is possible to consolidate accounts belonging to a group and maintain information that applies for all accounts within the group
- Concern – the highest level where groups can be consolidated and information that applies to all groups and accounts can be maintained.

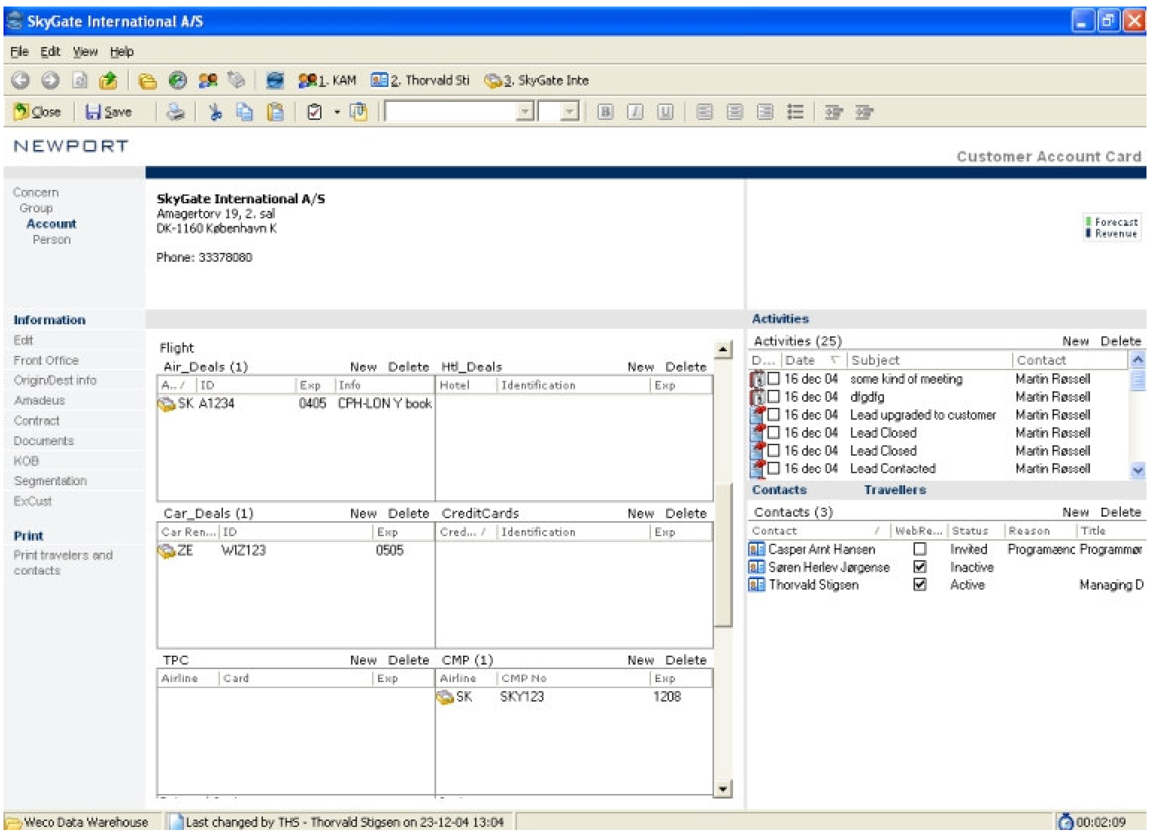


Traveller Profile – Business Card information

Information stored at Account, Group and Concern level is in most respects the same information and includes all information related to the account, not just KAM and Sales related information. The SkyGate CRM customer profiles include information on:

- Customer basic information – addresses, phone numbers, e-mail addresses, contacts etc.
- Customer contractual information
- Customer supplier contracts
- Customer policy
- Customer payment and delivery information
- Customer parameters – what type of itinerary, who can make telephone reservations, which fields must be included in the PNR etc. etc.
- and much, much more

Company profiles can be synchronised with external systems, e.g. GDS, IBE's etc. An agency can likewise set up a web-profile for a customer account so that the customer themselves maintain the relevant information. SkyGate CRM is open, and therefore 3rd party systems can access and maintain certain information.



Company Profile – Agreement information

The key account manager maintains the majority of information about a customer account. On the other hand, traveller information is primarily maintained by the traveller themselves (via the web interface), by the front office, e.g. during the booking process or

The SkyGate CRM traveller profile includes:

- Traveller basic information – addresses, phone numbers etc.
- Traveller delivery and payment information
- Traveller preferences

- Card information (frequent flyer etc.)
- Traveller parameters – itinerary etc.
- Information about previous trips taken by the customer

Traveller information, like company information can be synchronised with external systems, e.g. GDS, low cost carrier systems. SkyGate CRM will likewise support profiles in a multi-GDS environment.

Traveller basic information can be supplied via an initial or periodical feed from a HR system.

Getting Started

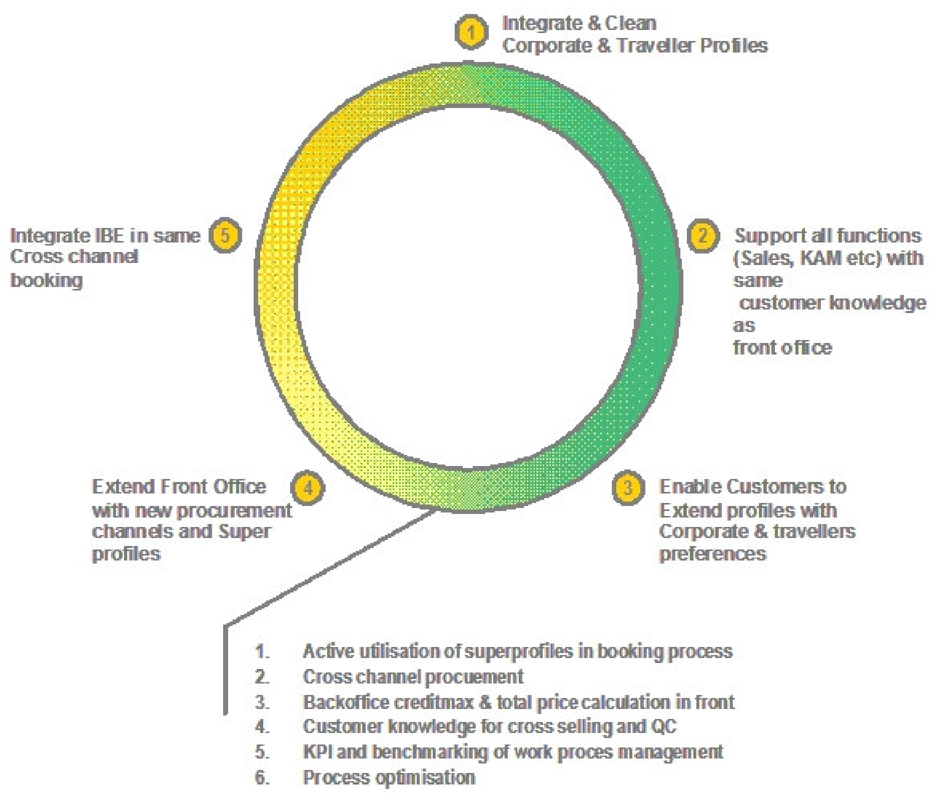
SkyGate CRM is an advanced Customer Relationship Management System that has not only a major impact on the dealings with your customers, but also on the way you do business.

SkyGate CRM consolidates information from many different silos that exist within typical travel organisations today – Sales management systems, KAM systems, Claim and customer support systems, IBE and GDS profile systems etc.

A typical first step is to consolidate all necessary internal and external information into one SkyGate CRM database ensuring that you have all the relevant information available.

Once the necessary information has been integrated, the next step is to make the different modules available to e.g. Sales, KAM, Customer Support (Claim) and the Front Office. Due to the nature of the system, this can be done step-by-step, when the different departments are ready to start utilising the system.

All in all, the transformation could typically follow the process outlined below:



More Information

If you would like more information about SkyGate CRM or any of SkyGate's other travel agency products including:

- SkyGate SpeedFares – low cost carrier search
- SkyGate Front – multi-channel front office
- SkyGate Zoom-n-View – slice and dice travel information
- SkyGate Consolidator – multi-channel, country consolidation of information
- SkyGate Profile Cleaner – cleans GDS profiles resulting in a standardised profile structure

please contact us at the following address:

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