

# Multi-Level Marketing for a leading Airline group

## About Client

*The leading airlines in Australia operates over 5000 weekly flights to 18 countries, serving in 85 destinations across the Asia and Asia Pacific region and employs more than 7,000 staff.*

## Opportunity/ Problem Statement

- Serving Incident request received through multiple channels from multicultural customers across the globe*
- Real-time and scheduled Business insight for quick decision making and planning*
- On Premise infrastructure management and monitoring and performance improvement*
- Achieving faster response and resolution time per Incident through Unified and Integrated system*

## Solution

- Application upgrade from 4.0 to 2011*
- Support in Customer Data Management, Contact management, Case management*
- Application integrated with Internal & External Website & Call Centers across the Australia, Malaysia, Singapore & Japan offices*

## Benefits

- Multichannel Integration for Incident management including External website, Email, Scan, Fax, Flat file*
- Customers supplied supporting document management and Integration with CRM application*
- On demand and real time integration with booking system and other LOB applications*
- Designing Queue based and loosely coupled integration application for improved performance*