

MODERN CUSTOMER SERVICE TECHNOLOGIES**Buts U.***Doctor of Economics,
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The article I outline the scientific approaches to the formation of Customer Relationship Management (CRM) and Electronic Records management (ERM). The interrelation between them is investigated. The scientific data on the prospects for the development of CRM and ERM are presented on the example of the airline. As a result, I gave the conclusion was made about the features and role of individual information systems in the management of the company.

The purpose of this article is to reveal the essence of CRM and IRM systems in information management, and also to consider the areas of their use in the airline.

The paper is devoted to the crucial problem: the practical implementation of a client-centered business model for the company. Often this process takes the form of more general, global changes in the company, affecting all the main business processes of the company, and not only and not so much the business processes responsible for interaction with customers – sales, marketing, after-sales service. The emergence of CRM is the reaction of business to the increasing demands of customers. Now it is not enough to sell the product or service to the client. They must be sold correctly.

Keywords: airline, management, information, support system.

Introduction

CRM (Customer Relationship Management) is not a software product or technology. It's not even a set of products. CRM is a concept and business strategy aimed at building a sustainable business, the core of which is a "client-oriented" approach (Tnooz, 2017). In most cases, increasing the efficiency of companies involved in air transportation directly depends on the quality of services. Now, with increased competition, as well as pressure from air carriers, many airlines face the problem of losing a portion of their potential customers. Insufficient knowledge of potential customers and problems arising during the work can lead not only to the slow development of the company, but also the loss of existing customers. Understanding these problems, many of the market participants tend to gain competitive advantages and come to the idea of implementing a CRM-system.

Overview

Despite the huge amount of client information, it is difficult to find a decent application without a CRM-system. Passengers using the services of the airline, one way or another, report quite a lot, and then will be disappointed if you cannot serve them at a higher level. For every client in the CRM-system a personal card is entered, in which the manager can receive data on previously made and completed orders, with details on

flights and on the accompanying flight and client information. Based on these data, the manager will be able to accurately and quickly select travel options for specific clients. Social media platforms and technologies – Facebook, Twitter and Foursquare – have changed the way we sell products and attract a certain audience. However, if it is important for the company to achieve good results, then it is worth turning to the study of the development of traditional CRM and their transformation into SCRM. From the marketing point of view, the development of social networks and online communities has led to the collapse of the concept of a marketing funnel. Traditionally, the main marketing forces promoted the message through the marketing funnel, gradually moving from creating awareness to the basis of loyalty. This allows you to consider the conduct of dialogue and building relationships only in the context of promoting existing or potential customers through the funnel. On the other hand, the digital revolution and, in particular, social media, allow you to enter into a dialogue with existing or potential customers much earlier, and create many other points of contact. Data that are more complete complement traditional indicators in CRM:

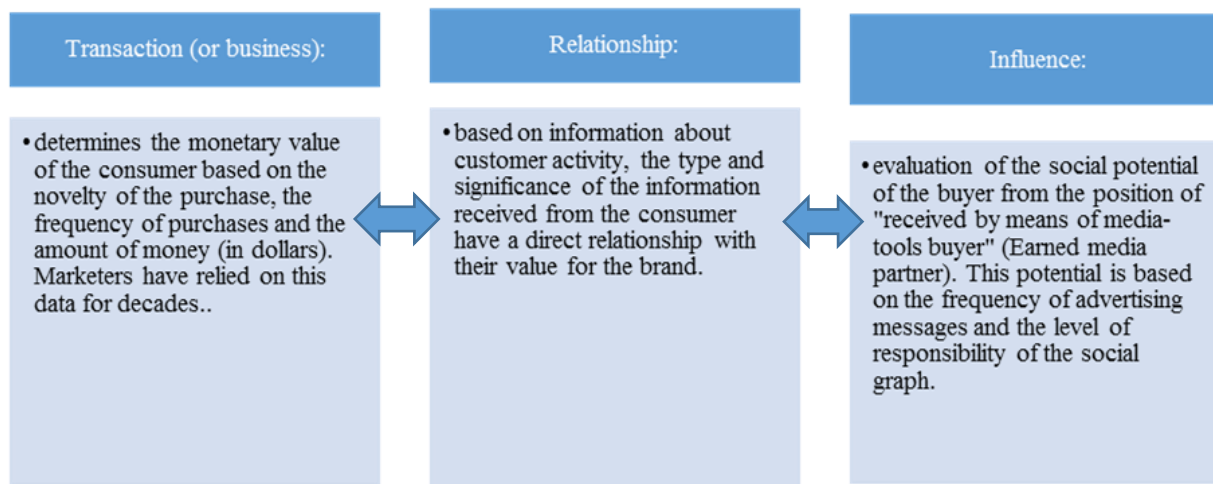


Figure 1 – CRM indicators

Source: (CRM for Airlines Industry, 2022; Technology IT White Papers, 2022)

Such smooth integration (Figure 1) is called ("Value Trinity") – a transactional component, relationship and influence. This determines the future of CRM–systems. Using the most advanced management and information technology should reduce the risks associated with documenting the business, and, accordingly, reduce losses (The future of CRM, 2022). In the context of the battle, literally for each client, each carrier seeks to provide its passengers with the most positive experience of interaction – and a personalized service. The latter involves the analysis of many indicators for each client – how often it flies, in which directions,

what services it uses on board, etc. Based on the accumulated information, it is possible to make special offers, for example, for the most profitable customers, to organize point sales actions, to make discounts. CRM-system is considered a powerful tool to increase loyalty. However, alas, in reality, customer loyalty is finally formed on the basis of the results of the flight – i.e. under the condition of lost luggage, undelayed registrations and departure, comfortable conditions on board or how the airline finds a way out of force majeure situations. Everything depends on the human factor, which is not always on top. The implementation of ERM in Airlines consisted of five phases (Figure 2).

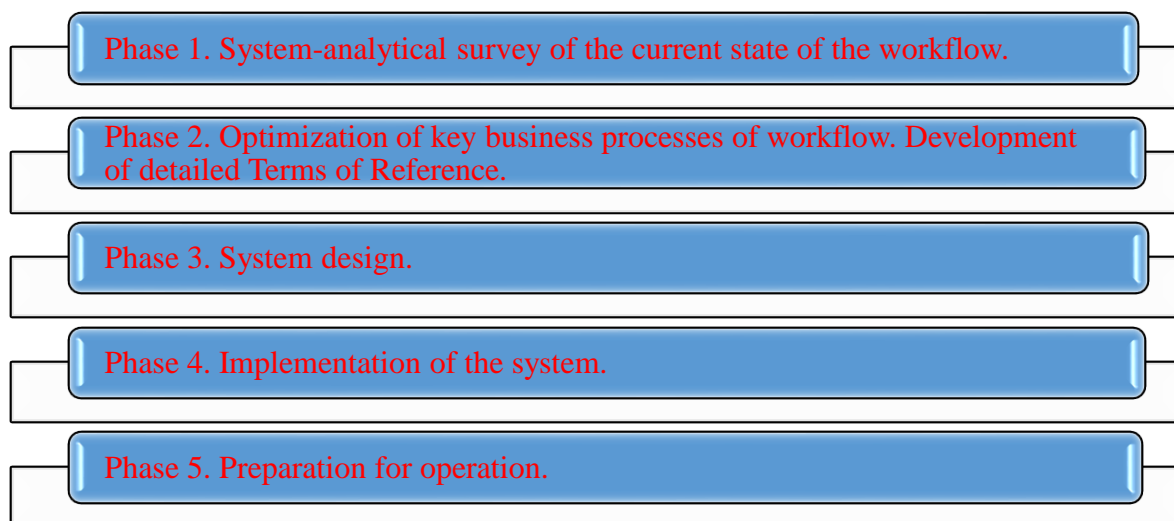


Figure 2 – The concept of implementing ERM in Airlines

Source: (Airline Industry Articles, 2022)

The system solves the tasks of information and technological support of key business processes of document circulation, including accounting and storage of electronic images and registration cards of documents, management of document status changes, automation of the processes of creating, agreeing, signing, executing, reviewing documents, automating the installation of links between documents, automation of document

search, differentiation of access to documents, providing access to electronic images of original documents from geographically distributed user workstations, providing the possibility of simultaneous work of several users with electronic documents. The increase in the efficiency of activities after the introduction of the document management system for Airlines was achieved

through the creation of a single corporate document repository. Because of optimization and automation of document management processes, the quality, efficiency and reliability of the documented management support increased. Most of the new IT initiatives of airlines are aimed at increasing the loyalty of passengers. So it's sad that the benefit of expensive CRM-systems, systems for supporting special marketing programs, electronic tickets, etc. still can block the negative experience of a collision with the human factor. When registration passes nervously, luggage is lost, the flight is delayed, or service on board leaves much to be desired. Nevertheless, improving the quality of work with customers has become almost the same strategic goal for the industry as ensuring the safety of flights – especially in the light of the projected reduction of the habitually growing passenger traffic (Delta Air Lines, 2022).

Conclusions

The most important condition for the successful operation of modern airlines is to ensure the high efficiency of air traffic management processes. Currently, air transportation of management systems are complex hierarchical systems with territorially distributed structure of its individual functional links, having different nature of the processes in them - technical, economic, financial, information, social, and for international airlines political ones. Effective management of such systems is a separate and extremely complex problem, the solution of which involves the most advanced marketing achievements; organizational system theory, mathematical modeling and forecasting methods combined with extensive use of computer information systems. The air traffic management processes are carried out on two levels: tactical and strategic. The first is carried out in real time, is operational in order to provide a quick response to changes in market conditions. The strategic level of management is implemented in the development of medium-term and long-term plans in accordance with the developed policy, which is an integral part of the airline's corporate strategy. The corporate goal and strategy of air transportation management can be formulated as the maximization of profits. Information technologies that ensure the competitiveness of an airline can be rough divided into two groups: general information technologies (systems) used to improve the management efficiency of both airlines and any other type of commercial activity, specialized information technologies used only in the air transport industry. The first group includes such classes of information systems as: ERP (Enterprise Resource Planning); CRM (Customer Relationships Management – not to be confused with Crew Resource Management – management of crew resources); BI (Business Intelligence); CPM (Corporate Performance Management – Alternative Name – EPM Enterprise Performance Management - Enterprise Performance Management); BPM (Business Process Management); PM (Project Management); PPM

(Project Portfolio Management); PLM (Product Lifecycle Management). Modern information technologies play an increasingly important role in the business of airlines that operate in a highly competitive environment. For example, revenue management systems allow you to raise revenue by 1–3% without increasing the cost of tickets. With the ever increasing flow of passengers, the slightest failure in the transmission of information can lead to catastrophic consequences.

Obviously, this industry traditionally places high demands on the IT infrastructure of carriers, airports, suppliers of vehicles, repair services, etc. At the same time, it is included in global economic processes and is inevitably involved in global trends caused by globalization, tougher competition and, in fact, the rapid dynamics of the market. One of the main factors in the development of information technology in aviation is serious competition. Transportation services for all airlines are more or less the same, while the introduction of new services that increase the comfort of passengers are built on the use of information technology. Increase competitiveness, reduce costs, quickly respond to the market situation of air transportation, promptly offer customers new services can only implement a modern information system that allows you to automate all business processes of modern airlines and airport services.

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