

# CRM for Airlines Industry

## ***Abstract***

In the competitive travel industry, travel providers are undertaking initiatives centered on identifying, developing and retaining high-value profitable customers, under the overall banner of customer relationship management or CRM.

The overall strategic business objective of CRM is to build loyal profitable customer relationships. Customer acquisition, development and retention are main points to consider.

Now a day's airlines have used CRM primarily as a competitive "catch-up" rather than a means of differentiation. Rushing to imitate the customer-oriented initiatives introduced by competitors many airlines have done little to determine the value to the customer of those initiatives, or to the business itself. Today, not only are frequent flyer programs a universal cost of doing business, but even recent innovations such as kiosk check-in, flight-notification systems, e-ticketing, virtual check-in and Web-based self-service have become commonplace.

One of the primary goals of CRM is to differentiate a company's services to the customer through personalization, yet in the airline industry, CRM—at least in the form in which it is practiced today –has become a commodity, with many services indistinguishable from airline to airline.

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## ***Existing System***

CRM - principles, strategy, solutions, applications, systems and ideas for effective customer relationship management but in the existing system there is no organization provided both following set of conditions in the existing CRM.

- organizations need to make a profit to survive and grow
- customers want good service, a quality product and an acceptable price

### **Limitations in Existing System**

As customers become more sophisticated, expecting faster, more reliable service around-the-clock, it's no secret that giving them the power to help themselves is key in providing the availability and personalized service they demand. This system is not that much of perfect medium to find information quickly and securely-anytime.

## ***Proposed System***

In the proposed system there comes a new thing, which makes the CRM Airlines Industry more efficient and providing good service and quality.

Customer Relationship Management can have a major impact on an organization through:

- shifting the focus from product to customer
- streamlining the offer to what the customer requires, not what the organization can make

Highlighting competencies required for an effective CRM process

## **Advantages over Existing System**

- ✓ High quality output
- ✓ Cost competitiveness, simply because of abundance of intellectual capital.
- ✓ Effective turn-around-time
- ✓ Provision for creating and managing folder hierarchy for managing clients and their documents.
- ✓ Comprehensive security with various permissions like Read Only, Write, Delete, Full Control, Owner etc.

## ***Scope of the System***

The proposed system scope is Internet. We are using this system through out the world. In future it can be enhanced to be a global communication medium for multinational companies. We can also implement internationalization (i18n) to support user interface in various/local languages.

## ***Module Description***

The system “**CRM for Airlines Industry**“ consists of 4 modules

- 1. Admin Users**
- 2. Normal Users**
- 3. Authentication**
- 4. Reports**

**Admin users** - Has full access to all the modules of this system. Responsible for the all Customers and services of airlines industry. Prepares and submits also Daily

Reports, petty cash replenishment, and Tickets Report.

**Normal users(Customers)** – Has restricted access. i.e., Normal users have access to some of the modules only i.e. user can see the Fare list of all Flights, timings and can purchase online.

**Authentication Module:** In this module the username and password verification will be done automatically. And can change the password

**Reports:**

All frequently used reports at the click of a button All reports can be previewed, printed, exported to Excel/Word etc., or can be faxed or emailed.

**FEATURES TO BE IMPLEMENTED**

- Session management
  - Connection pooling
  - Normalized database
  - Prevention of duplication login
  - Design patterns
  - Three-tier architecture
  - Maintainability
  - Easy deployment with Ant script
  - Exception handling
  - Client-side validations.
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## ***Features to be implemented***

- *Session management*
- *Connection pooling*
- *Normalized database*
- *Prevention of duplication login*
- *Design patterns*
- *Three-tier architecture*
- *Maintainability*
- *Easy deployment with Ant script.*
- *Exception handling*
- *Client-side validations*

## ***Technologies to be used***

- *Web Presentation: HTML, CSS*
- *Client – side Scripting: JavaScript*
- *Programming Language: Java*
- *Web based Technologies: Servlets, JSP*
- *Database Connectivity API: JDBC*
- *Build Tool: ANT*
- *Debug Tool: Log 4J*
- *CASE tool: Rational Rose, Visual Paradigm, Enterprise Architect*
- *Backend Database: Oracle/SQL Server/MY SQL/MS Access*

- *Operating System: Windows XP/2000/2003, LINUX, Solaris*
- *J2EE Web/Application Server: Tomcat/Web logic/Web sphere/JBoss/Glass Fish*
- *IDEs: Eclipse with My Eclipse plug-ins/Net Beans/RAD*
- *Browser: IE/Mozilla*

## ***Hardware requirements***

- *Pentium processor ----- 233 MHZ or above*
- *RAM Capacity ----- 128MB*
- *Hard Disk ----- 20GB*
- *Floppy disk ----- 1.44 MB*
- *CD-ROM Drive ----- 32 HZ*
- *KEYBOARD ----- 108 Standard*