

Abstract

CRM expert Riverland Reply supports Lufthansa Passage in formulating their CRM strategy. At the core of the task is the independent assessment of multiple solutions from various leading CRM vendors. This includes benchmarking the legacy system and a cost-benefit analysis of the various alternatives. The project involves cooperation with the business departments for sales and customer service, the IT department and Lufthansa subsidiary Lufthansa Systems.



The Customer

The Deutsche Lufthansa AG based in Cologne is a global operating aviation company, which operates in five different business segments. Passage Airline Group, Logistic, Technic, Catering und IT Service is each taking a leading role in the industry. Passenger service is still the core business. With overall 400 subsidiaries and equity businesses, approx. 117,000 employees and an annual turnover of 27.3 billion euro the Lufthansa Passage is one of the biggest global operating aviation companies. The primary goal of the company is to offer their customers quality and innovation as well as security and reliability.

The Challenge

"We are continually searching for ways to deliver best in class customer service. World class service means listening closely when our customers take the time to give us their input," said Christoph Klingenberg, Senior Vice President and Chief Information Officer of Lufthansa Passage.

The Solution

Riverland Reply supported Lufthansa Passage with the assessment of the optimal CRM solution to meet their specific needs. This required balancing complex business processes with need for a secure and stable system which will meet current and future needs. As part of this process the leading solutions were analyzed along with a number of niche CRM solutions. Furthermore Riverland Reply delivered detailed functional and technical requirements. The future solution will not only run sales processes more efficiently but also enhance customer service. The service channels were to be bundled and a high level of service quality maintained even during peaks. These expectations placed heavy challenges on each of the potential CRM vendors.

The Benefit

“As an independent moderator, Riverland Reply has helped us lay the foundation for a strategic decision. We now know the pros and cons as well as the costs and risks for each individual option. Riverland Reply completely convinced us with their performance and reliability,” said Günter Friedrich, VP IT Development Sales & Marketing.

As a result of this close co-operation, in the spring of 2012 Lufthansa Passage is empowered to make a strategic decision regarding the optimal CRM solution which will be implemented.

Riverland Reply specializes in technical consulting, implementation and system integration in the processes, business solutions and technologies areas. The core competencies of the company include, among others, customer relationship management and business intelligence. Riverland Reply develops and implements tailor-made versions of Oracle solutions in these areas. The inclusion in the network of the European IT service provider Reply opens up access to the knowledge of over 3,400 IT experts.

Reply [MTA, STAR: REY] is a leading Consulting, Systems Integration, Application Management and Business Process Outsourcing company, specialising in the creation and implementation of solutions based on new communication networks and digital media. Reply's offer is aimed at fostering the success of its customers through the introduction of innovation along the whole economic digital chain. Given its knowledge of specific solutions and due to consolidated experience, Reply addresses the main core issues of the various industrial sectors. Reply specialises in creating effective business solutions based on innovative technologies enabling communication between clients, partners suppliers and collaborators.

For further information: www.reply.com