

# CRM for Airline Industry

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## 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.

**Keywords :** CRM, Catch-Up, Authentication, Turn-Around-Time

## I. INTRODUCTION

The CRM For Airline Industry is comprehensive suite of products to provide a system that assists with a variety of airline management tasks and service customer needs from the time of initial reservation through completion of the flight. It also helps the Organization to make good business decisions through the analysis of the surveys conducted.

## II. 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. 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.

## III. 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 want 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

#### IV. 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.

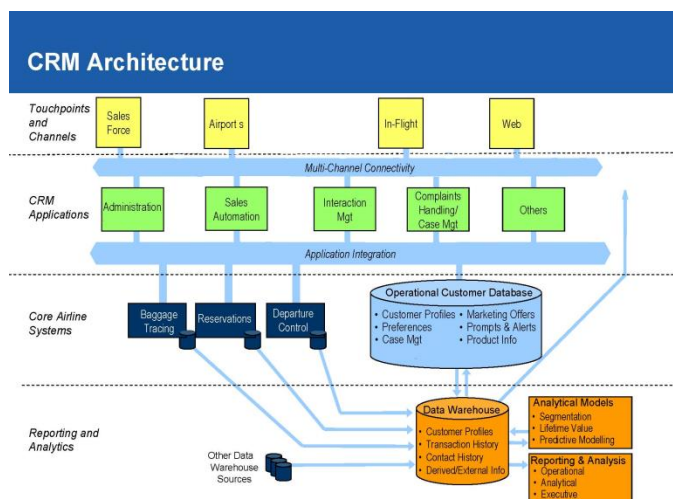


Figure 1. CRM Architecture

#### V. CONCLUSION

CRM for Airlines Industry has led to ease of airline ticketing, flight scheduling and also provided a means for customers to access and book flights with ease and in time. It has also increased the speed with which information about customers are retrieved and handled and flight scheduling is tasked. CRM System provides the availability and booking of Flights. It provides a capability for an effective survey to be conducted. The Survey response details will then be used to generate various reports for analysis of data that favors in making good business decisions and it also safeguards the interests of the Organizations. This helps the Organization to draw a conclusion and ensure if their growth is increasing. The objective of the CRM System is to capture detailed information about the Organizations growth and then they use by conducting surveys periodically

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