# Air France-KLM S.A.

*IBM Client Reference Materials*

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## Solution synopsis

An airline company in Paris reduces costs and increases revenue when it engages IBM Business Partner Atos S.A. to implement a suite of IBM Enterprise Marketing Management software to improve customer-service capabilities

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## Client information

**Client name:** Air France-KLM S.A.
**Location:** Paris France
**Industry:** Travel & Transportation

**Integrated/Aligned Account**
**Geography/IOT/GMU:** Europe IOT
**Region/IMT/GMT:** France IMT

**Business Outcomes:**
Travel & Transportation: Cost of service reduced; Travel & Transportation: Customer loyalty and revenue increased; Travel & Transportation: Marketing effectiveness increased

**Focus area:**
Smarter Commerce, Smarter Marketing, Cloud Computing, SmartCloud - Solutions, SmartCloud, EMM - Cross-channel Marketing Optimization

**Client background:**
Air France-KLM S.A. is an airline holding company incorporated under French law and headquartered at the Charles De Gaulle Airport in Paris. The airline is the result of a 2004 merger between Air France and KLM and serves approximately 230 destinations in 113 countries. In 2011 it carried more than 75 million passengers and 1.4 million tons of

cargo.

**URL:** http://www.airfranceklm.com

**Project start:** 12/2010

**Project end:** Ongoing

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# Special handling instructions

The client has agreed to be a reference for sales situations. The status of any installation or implementation can change, so you should always contact the Primary Contact or Additional Contact named in the reference prior to discussing it with your client.

Any public use, such as in marketing materials, on WWW sites, in press articles, etc., requires specific approval from the client. It is the responsibility of the person or any organization planning to use this reference to make sure that this is done. The IBM representative will, as appropriate, contact the client for review. You should not contact the client directly.

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# Business need

With competition ever increasing for airlines, Air France-KLM S.A. wanted to invest heavily in customer service. The company's key objective was to consolidate and personalize communications to customers at key points in the sales cycle, such as during:
- The booking process, including e-tickets, check-in reminders and alerts
- The recovery process, including flight delays, cancellations, gate changes and missing luggage
- Engagement with the company's loyalty program
- Purchasing partnership deals with hotels and car rental companies

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# Solution implementation

To improve its customer-service experience, Air France-KLM reached out to IBM Business Partner Atos S.A. for a solution. The Business Partner implemented a suite of IBM Enterprise Marketing Management software, including IBM Interact V8.5 for event triggering and message dispatching; IBM Campaign V8.5 to collect data and select the population, channel, language and template to deliver information; and IBM eMessage

V8.5 software to send messages to passengers via email or text message.

**Business Partner information:**

- **Company name:**
- **Classification:**
- **Country:**

- Atos S.A.
- Systems Integrator
- France

- **Internet:**

- [http://www.atos.net](http://www.atos.net)

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# Benefits of the solution

By engaging IBM Business Partner Atos to implement a suite of IBM Enterprise Marketing Management software, Air France-KLM improved customer service and customized communication with its customers. Now the client can send mail and text messages to a large number of customers in near-real time in the event of an irregularity such as a flight delay or cancellation. As a result of improved customer service, the cost of handling customers has decreased dramatically for the client. Flexibility and revenue improved as a result of better service communication to customers, including booking confirmations. The client also reports that open and click rates have increased for mail communications.

**Solutions/Offerings**

**Software:**

Enterprise Marketing Management (EMM): IBM Campaign; IBM eMessage; IBM Interact

**Solutions:**

SmartCloud: IBM eMessage

**Industry Solutions:**

Travel & Transportation: T&T: Multi-channel Sales and Service; T&T: Reservation

System Modernization

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# Contact information

## Primary contact information:

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