



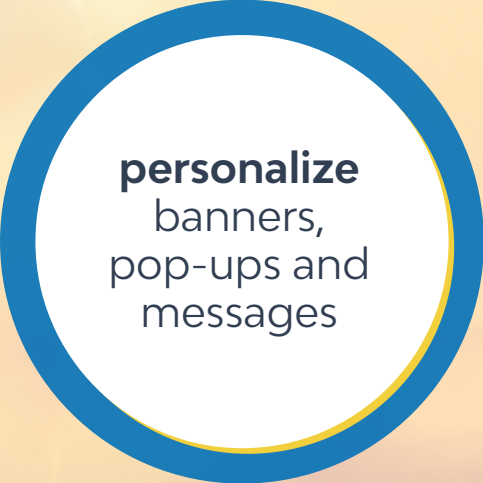
CRANE COMMUNICATION MANAGER

Creating Customer Intelligence and enabling customized event-driven workflow/communication is very important for all airlines. Marketing managers in the airline industry are working to unify the entire prospect-to-customer lifecycle by moving from a functional or process view of marketing and sales, to an experimental view.

In these processes, Communication Manager enables customer-specific campaigns and flight-related information to be managed over a single platform.

Overview

Crane Communication Manager is a B2C and B2B communication platform, which was built with the knowledge and expertise of both a customer relationship management and loyalty system. It is the ultimate tool that directs operations towards a customer centric approach. The current trend in the airline industry of maximizing the customer base and growth and the revenue by customer experience, is reflected in the enriched functionalities of the Crane CM. Its native integration with Crane PAX and Crane LL supports the efficiency of Crane CM, and provides the best solution to campaign communication management, targeted communications, and for customer exclusive offers and specialized IBE requirements. Crane CM was released as a result of extensive product development and shaped to the needs of the airline's business and technical requirements.



personalize
banners,
pop-ups and
messages

Benefits



Campaign Management

Crane CM offers functionality to generate, test, run, and track campaigns. Operational business rules regarding the campaigns are defined in the related module of the Crane Passenger Service System. However, testing, running, and tracking the campaigns is managed under the Communication Manager. Crane CM manages communications of a specific campaign. A consistent campaign can be created using banners, offers, and event-based communications.



Indirect Communications

Crane CM offers personalized banners, pop-ups and more, as indirect communication methods. Any customer interface can access Crane CM to get personalized communications, defined for the individual customer to maximize the customer experience, and to increase a campaigns success rate.



Direct Marketing

Crane CM offers the ability to contact the customer at the right moment, on the right channel with a personalized message. Communication Manager is an omnichannel marketing tool that integrates with all service providers, to enable contact with the customer on any medium.



Target Analytics

Communication Manager provides insight on the targets. Before hitting the Send button, Communication Manager allows you to understand who the target is. Analytics are available on demographics, interests, and the motivations of the customer, allowing messages to be tweaked, adjustments to be made on the target, and to find the correct channel to reach the customers.



Higher ROI

Crane Communication Manager helps you increase your hit rate by sending the right message at the right time on the right channel. Better customer experience, higher engagement from the customer, higher the revenue. Communication Manager also allows you to decrease the cost of running your marketing and communication operations. The simplicity of using Communication Manager will help your marketing team focus on more strategic and macro decisions while Communication Manager is taking care of the details for you.

Key Features

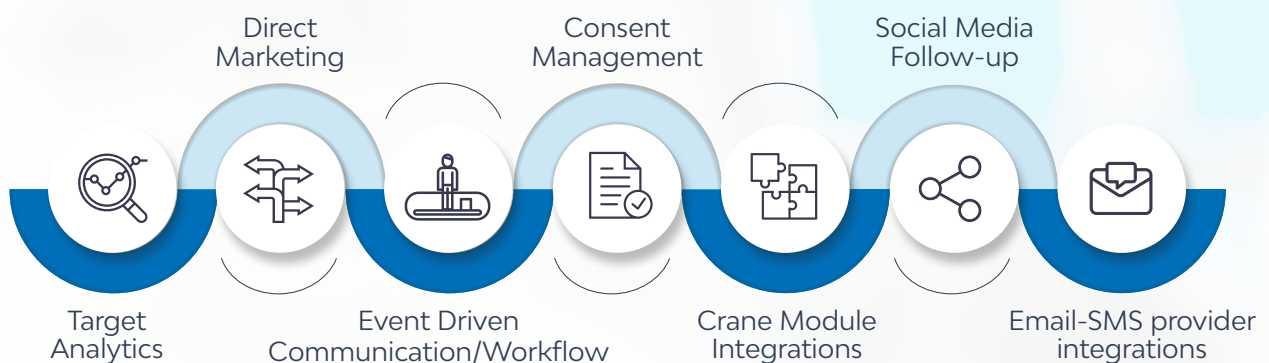
Crane CM offers a variety of features depending on your needs and infrastructure. Among the features of Crane CM are:

- Personalized communication
- Direct marketing
- Event driven workflow/communications
- Real-time analytics & metrics
- Built-in email & SMS automation
- Advanced management system
- Multilanguage support
- Scalability

fully
integrated with
other
Crane solutions

event driven
communication
and marketing

Components



Turnkey solutions for every step on the way.



Passenger Service System

crane.PAX Reservation & Passenger Service
crane.IBE Internet Booking Engine
crane.MA Mobile Application
crane.ALM Allotment Manager
crane.DCS Departure Control System
crane.LL Loyalty Layer
crane.CCL Customer Care Layer
crane.CM Communication Manager

Merchandising

crane.TM Travel Merchandising

Operations Planning

crane.SP Schedule Planning
crane.OCC Operations Control
crane.CREW Crew Management

Accounting

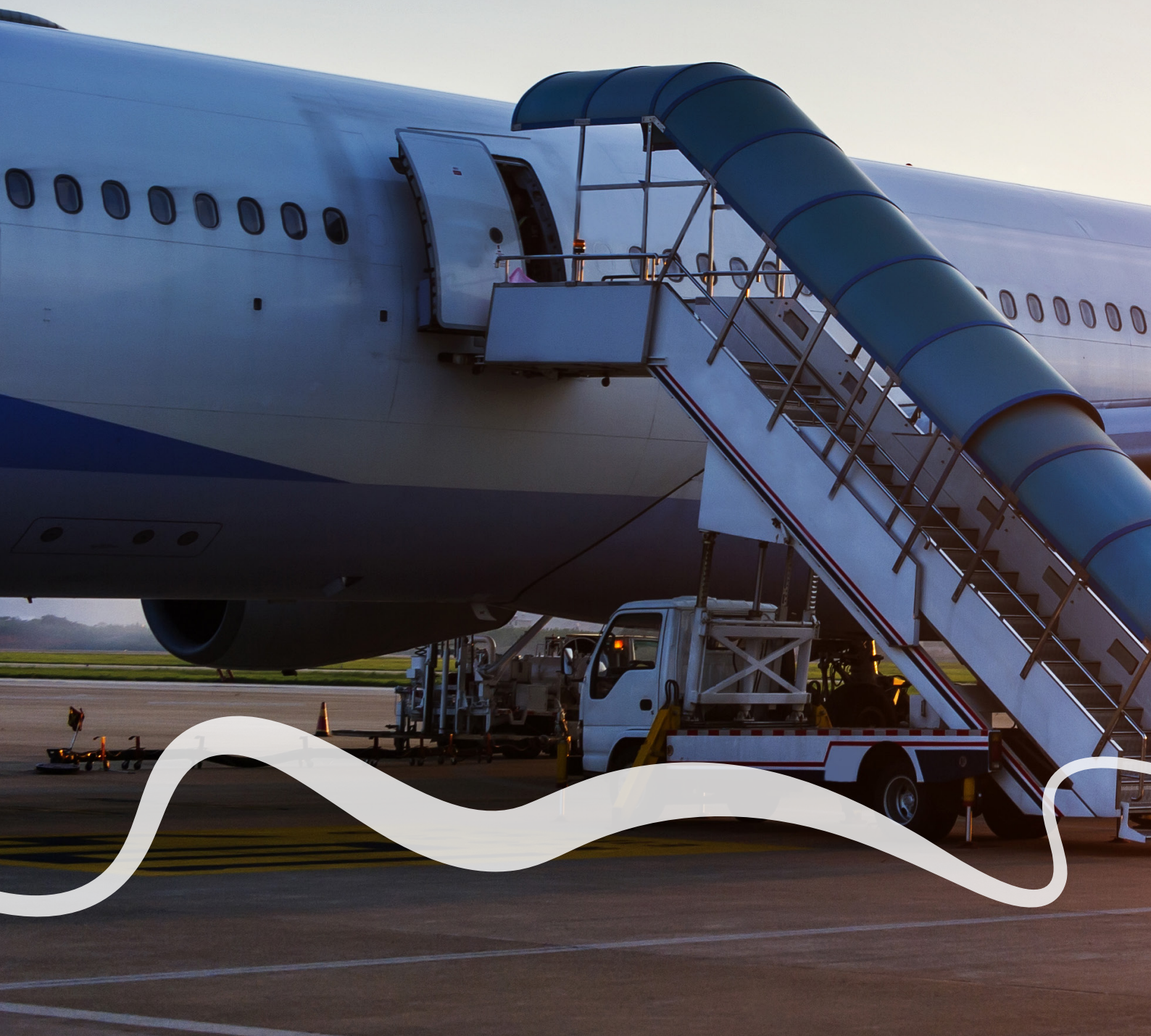
crane.RA Revenue Accounting
crane.CA Cost Accounting
crane.BPI Business Performance Index

Travel Solutions

crane.OTA Online Travel Agency



Better. Together.





Crane is a sub brand of Hitit.

The consistent increase in Hitit's customer base and geographic reach, as well as continuous follow up business with existing clients are strong indicators that Hitit has achieved high level of customer satisfaction with its offerings, combining an agile approach to their needs with a team that works closely with them as partners on their business.



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