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CRANE  
CUSTOMER  
CARE LAYER

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*In the digitalized age, customers require fast and easy access to services and feedback. Crane PAX Customer Care Layer assists them through their journey.*

## Overview

Crane PAX / Customer Care Layer is a widely spread, web based customer contact and relationship management center presented as an integrated part of Crane PAX Passenger Service System. Crane PAX / Customer Care Layer combines a rich set of functions and it is easy to use. Its robust and proven architecture enables easy integration with other systems of airlines, partners, and third party service providers. Its CRM capabilities can transform customer relations into a very powerful marketing tool in order to improve services as well as brand value.

**achieves  
better  
efficiency,**  
consistency and  
quality in  
customer  
services

# Benefits



## Efficient Business Work Flow

Efficiency is the utmost important challenge in customer affairs. Crane PAX Customer Care Layer allows to create efficient work flows by setting up roles and necessary approvals, escalations and warning mechanisms. Therefore, reducing workloads and creating efficient mechanisms benefits both the airline and the customers.



## Brand Image Control

Communication tone and customer relationships are the most important aspects of an airline's brand image. Crane PAX Customer Care Layer uses communication templates and a full view of the customer's profile and behavior to manage the brand image. It helps to ensure a consistent corporate image for the company. Communication can be the decisive factor that makes the airline stand out in a packed competitive landscape.



## Customer Affairs Specialization

Specialized users are essential for better and efficient customer service. Crane PAX Customer Care allows association of subjects or service categories with certain users or user groups, that helps airlines to focus on cultivating experts.



## Omni-channel Customer Recognition

Crane PAX Customer Care accesses full customer profile with all necessary demographic and transactional information at any touch point. The usage of Crane PAX Customer Care optimizes the communication and provides personalized correspondence for the customer at the right time.



creates and  
accesses an  
**in-depth**  
**customer**  
**profile**

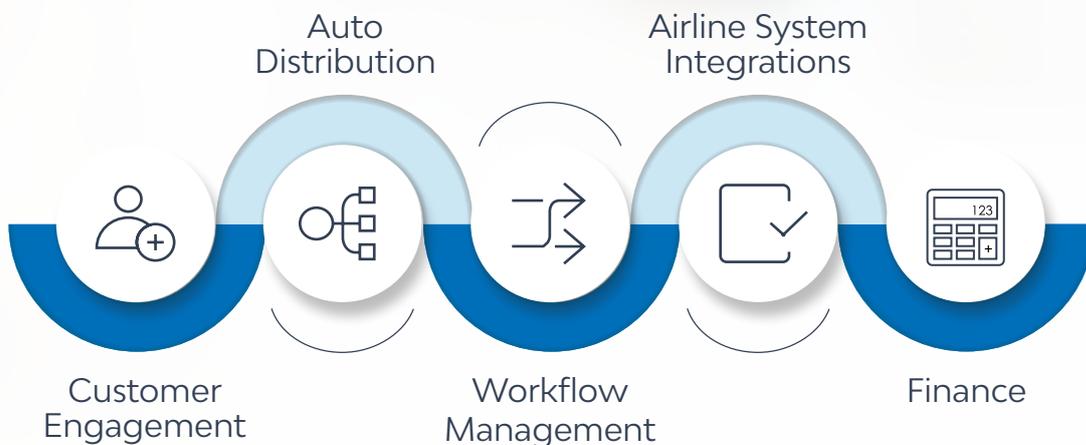
# Key Features

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

- Scalable
- Access to customer communication history
- Web based reporting module
- Email, fax, web, sms, IVR integration
- Life cycle feedback
- Templates
- Keyword recognition
- Accessible with web browser
- Multi-department support
- Automated task distribution

served more  
than  
**50 million**  
unique  
customers

# 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 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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