

Insights for Success

Airline Case Study

“Within six months of schedule, we delivered an implementation that truly stretched the software, doing things no one else was doing at that time while customizing the technology along the way!” - Nivas Nallanthi, CEO





Overview

- The airline Industry exists in an intensely competitive market, where the largest portion of revenue is driven from regular and business passengers. For this reason, it is important for airlines to consider consumer and business confidence in addition to regular business issues like earnings, growth, and debt load.
- To uphold customer confidence, airlines must share and emulate multiple best practices and successes. NebuLogic is a long-standing key player in delivering CRM implementations in the airline industry.
- We understand that any airline needs a robust system that is flexible, scalable, and evolves with its ever-changing business processes. NebuLogic offers the most comprehensively integrated suite of scalable, reliable, and secure implemented solutions. Our implementation solutions maintain quality standards, re-engineer processes, and allow the user to extend the application to build in governance control and further automation to handle niche business functions.



Overview

Our solution offers a standard API for integrating modules within the application. The modules are integrated after analyzing usability. The solution's underlying technical architecture yields flawless operational efficiencies. In addition, infrastructure development including highly secure data centers and high-quality customer service and satisfaction continue to be vitally important goals.

NebuLogic has a solid history in creating remarkable implementation solutions that have helped organizations worldwide achieve outstanding results.

To learn more, visit www.nebulogic.com



The Challenge

To develop an application that receives Service Requests from multiple Channels such as email, physical mail, and web forms.

- The application should have an intuitive and scalable template management system that allows senior service agents to add and manage Service Request Response Templates.
- NebuLogic is the single vendor implementing key components, hosting, and supporting the CRM application. The solution also needs to be implemented in English and French.



Solution

NebuLogic designed and developed a CRM On Demand solution for the client with following highlights:

- Customization, configuration and deployment of several value added solution such as
 - Email Channel processing
 - A full-featured email client embedded into the Service Request object
 - Web form and Internet email-based service request submission
 - Multiple back-end automation components

- Web Site to Service Request Integration in CRMOD (via web form)
 - Web form administrator tool
 - Baggage declaration form
 - In-flight entertainment compensation



Solution

- In bound email-to-service request integration in CRMOD
- Outbound email functionality in CRMOD
- Inbound fax-to-service request integration in CRMOD
- In-flight entertainment auto-response and activity creation in CRMOD
- Attachment storage



About NebuLogic

NebuLogic Technologies, LLC is a leading System Implementation and Integration Information Technology company that specialize in delivering comprehensive Service and Sales Automation solutions. NebuLogic provides solutions and services using SaaS/Cloud based as well as enterprise class applications. Our definition to deployment services include but not limited to: 1) Conducting requirements discovery and analysis (RFI, RFP review and response); 2) Conducting master requirements workshops; 3) Developing Business Requirements Documents (BRD) and Technical Requirements Documents (TRD); 4) Building prototypes, mockups and pilot solutions; 5) Configuring core Customer Relationship Management (CRM) applications; 6) Enhancing and/or developing integration components; 7) Developing use cases based on client requirements; 8) Implementing data and application security requirements; 9) Conducting Quality Assurance and User Acceptance Testing (QA and UAT); 10) Developing user and administrator training guides and related documents; 11) Delivering hands-on user and administrator training; 12) Analyzing risk factors and implementing risk mitigation processes; 13) Conducting system stress testing and developing pre-production checklists; 14) Enabling successful Go Live/production rollouts; 15) Providing post-production support and maintenance services; 16) Providing hosted services and more.

To find out more about NebuLogic's Services and Products please reach us at:

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