

Thomas Cook AG Selects Pitney Bowes Group 1 CCM Software to Optimize Its Customer Communications

ADDRESSING BUSINESS PRIORITIES

Thomas Cook AG, one of Europe’s leading leisure travel providers, began optimizing its communications in 2005 in an effort to better serve its customers.

In the search for a suitable solution for coordinated customer communication management (CCM), the company set four priorities that were realized in cooperation with Group 1 Software:

- > Access to customer information from various data sources
- > Provision of this information via the different corporate applications
- > Uniform document formatting and generation for more efficient production and distribution via diverse communication channels
- > Ability to archive customer information centrally and quickly retrieve it to provide high-quality service in answering customer inquiries

TAKING CUSTOMER DOCUMENTS TO THE NEXT LEVEL

Group 1’s e2™ CCM solution is being used to deliver personalized travel booklets to Thomas Cook’s tourism customers.

This means that now clients who book a trip with the German catalogs of Thomas Cook AG will receive a personalized travel booklet containing address labels, rail and airline vouchers, flight information vouchers or alternative flight coupons, hotel vouchers, as well as any gift vouchers. The documents are sorted by itinerary and are individually detachable for the various services.

Following its introduction in Germany, the new service will be rolled out in Belgium, France, the Netherlands, Austria, Poland, Hungary, and the Czech Republic.

Group 1 Software’s solution for Thomas Cook AG includes the e2 suite, an application for electronic billing and electronic bill



presentment, as well as electronic payment. The e2 suite makes it possible for both the department, as well as customer service, to display exact replicas of the booklets as a PDF file. In addition, the CCM solution automatically performs the print control of the individual forms and recognizes at booking level where the documents must be delivered for printing.

“Group 1 Software’s CCM solution has made believers out of us,” said Jürgen Neumann, Head of Shared Services Customer Documents at Thomas Cook AG. “One module of the solution performs the formatting of the forms that go in the booklet. In addition, the department can create electronic inserts, such as information about the destination area, entry requirements, and notes about carry-on luggage or contacts – all without the support of the IT department. With the booklets, customers have all the important travel information handy at a glance. In addition, we can speak to the customers individually and significantly improve customer communication.”

“Thomas Cook recognizes the benefits of personalized communications for improving the customer experience and increasing customer loyalty,” said Alan Slater, Vice President and General Manager of Customer Communication Management for Group 1 Software. “Group 1 Software’s end-to-end CCM solutions provide a complete suite of tools for delivering the right message to the right customer at the right time.”

