

The Travel Corporation: The Journey to a Single Customer View



“Gaining a 360-degree view of the customer is critical to our business model that emphasizes high-touch, highly tailored services. By adding Informatica’s Cloud MDM to Salesforce we were able to see all interactions with our customers no matter how they choose to communicate with us, regardless of whether it’s by mobile, social, phone or the website.”

- Jon Pickles, Global Director, 360 Engagement

Business Needs

- Gain a single, consistent view of their global customer purchase patterns for sales and marketing
- Improve reporting for household purchases and customer demographics
- Leverage multiple-source data for greater customer insights and more customized and tailored service offerings
- Had to cleanse and rationalize the multiple versions of the truth in order to create a trusted CRM environment
- Data management solution needed be cloud-based and flexible enough to accommodate 500 plus users, and all of their different views
- Existing hierarchies within Salesforce were not sufficient to create multiple customer views
- An aggressive deadline that required a tried-and-tested solution that worked seamlessly with Salesforce



Overview:

The Travel Corporation (“TTC”), sometimes known as TravCorp, is a travel and leisure group operating in over 60 countries with 35 offices and more than 10,000 staff around the world, serving over 1.5 million customers annually. The group includes 30 award-winning brands, which comprise independently managed tour operations, hotels and river cruise ships. Some of these established businesses have been in operation for over 40 years.

Challenge

- Original CRM system was too manual and change resistant
- CRM system maintenance required a team of eight developers, with service delivery to the business taking weeks and months
- Needed to integrate more than 50 other systems with Salesforce, including an Oracle data warehouse, multiple flat files from e-commerce sites and booking data from numerous reservation systems

Solution and Results

Like many mature Salesforce users, TTC had reached a point where its systems and processes were no longer scaling with its growth and needs. By adopting Informatica Cloud MDM for Salesforce, TTC was able to automate many of its manual processes and reduce the time and resources needed to administer its Salesforce instance.

Inside the Solution:

- Informatica Cloud Enterprise
- Informatica Cloud MDM
- Informatica Customer Success
- Informatica Cloud Contact Validation

Informatica Cloud MDM helped eliminate duplicates in the database both at implementation and on an on-going basis with a duplicate prevention layer in the Contact and Account creation process. With a small internal team and one vendor managing all data management, TTC was able to go live within a few months of purchase.

TTC also realized a few unexpected benefits with the adoption of Informatica Cloud. It was able to roll up YOY reporting by using Cloud MDM to summarize and store multi-dimensional data. Shave days off setup by uploading complex territories, sales manager and account ownership rules for the more than 500 users. And identify, fix and reimport data errors.

With Informatica Cloud MDM for Salesforce, TTC was able to reduce from 36 hours to 60 minutes the time it takes to import its daily data.



Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

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