

# CRANE CDP

## Crane Customer Data Platform

is a comprehensive data management solution within Hitit's Crane suite designed specifically for airlines. It unifies customer data from multiple touchpoints such as bookings, flights, loyalty programs, and digital interactions into a single 360° view enabling personalized engagement, smarter decision making, and full compliance with data privacy regulations.

## Transform Data into Strategic Value

Crane CDP empowers airlines to transform raw customer data into actionable insights, driving personalization, operational efficiency, and revenue growth. As part of the Crane ecosystem or as a standalone solution, it provides the intelligence and flexibility needed to deliver next-generation customer experiences.

# Unlock the Power of Customer Data



# Why Crane CDP?

## Unified Customer Intelligence

Crane CDP consolidates data from all sources into a single, comprehensive customer profile—empowering airlines to better understand behavior, preferences, and interactions.

## Real-Time Data & Insights

Access and analyze customer data instantly to deliver timely, relevant, and personalized experiences across all channels.

## Advanced Segmentation & Personalization

Leverage powerful segmentation capabilities to create highly targeted campaigns, offers, and communication strategies.

## Seamless Omnichannel Experience

Ensure consistent and connected customer journeys across digital platforms, mobile apps, and customer service touchpoints.

## AI-Driven Analytics & Automation

Utilize artificial intelligence and machine learning to predict customer behavior, optimize campaigns, and automate processes.

## Secure & Compliant Data Management

Built with GDPR and global data privacy standards in mind, ensuring secure handling and governance of customer information.

## Flexible & Scalable Architecture

Configurable structure supports multiple airlines or business units, adapting easily to evolving business needs.

## Seamless Integration Ecosystem

Fully integrated with Crane PSS and third-party systems, enabling smooth data flow across the entire airline technology landscape.

## Key Features

- **360° Customer Profile Management**  
Centralized and enriched customer profiles combining data from all systems.
- **Advanced Segmentation & Targeting**  
Behavioral and demographic segmentation for precise campaign execution.
- **Real-Time Data Processing**  
Instant data access for dynamic decision-making and engagement.
- **Campaign & Communication Management**  
Personalized, multi-channel campaigns via email, SMS, and in-app messaging.
- **Loyalty & Travel Data Integration**  
Unified tracking of loyalty programs, travel history, and transactions.
- **Data Analytics & Reporting**  
Dashboards, insights, and predictive analytics for data-driven strategies.
- **Security & Access Control**  
Role-based access, identity verification, and secure authentication mechanisms.
- **API & Integration Capabilities**  
Flexible APIs for seamless integration with external platforms and tools.