

Moderator: Craig Jeffery, Managing Director, Strategic Treasurer LLC

Panelists:

- Randall Durling, Director of Int'l Finance, The Boeing Company
- Tracy Stover, Managing Director, Citi
- Jeanne Ewing, Manager, Accts Payable, Continental Airlines
- Frank Fiorille, Director of Enterprise Risk Mgmt, Paychex, Inc
- Jiro Okochi, CEO, Reval

Tool of the Year

Treasury & Risk's 12th annual

alexander hamilton
BEST PRACTICES SUMMIT



CSV - Customer Service Voucher



Business Case



- ✈ Continental Airlines provides amenities to accommodate customers during specific irregular operations including delays and cancellations
- ✈ Amenities may be provided in three categories
 - ✈ Meals
 - ✈ Lodging
 - ✈ Transportation
- ✈ Process required the airport agents to handwrite a paper voucher for each customer and each amenity type
- ✈ The restaurant/food concession, hotel, and taxi/shuttle vendors accepted the voucher in lieu of payment from customers
- ✈ Vendors submitted an invoice, supported by the redeemed vouchers, for reimbursement

Challenges



- ✈ Handwriting the vouchers is very time consuming
- ✈ Inconsistencies with the issuance of vouchers
- ✈ Not handled as accountable document/misuse of voucher
- ✈ Vendor invoice billing errors
- ✈ Does not meet Continental's "paperless" initiative
- ✈ Does not meet Continental's strategy to "automate service recovery"

Solution



- ✈ Enable airport agents to issue electronic Customer Service Vouchers (CSV) which are generated at:
 - ✈ Departure gate
 - ✈ Airport Customer Service Center
 - ✈ Ticket counter
 - ✈ Presidents Club
 - ✈ Self-service kiosk

- ✈ The CSV(s) prints with the customer name, amenity type, (if hotel, name of hotel), dollar value, partial credit card number, document number and terms/conditions of voucher

- ✈ All CSVs are issued with the following program parameters:
 - ✈ Pre-authorized for a one-time charge
 - ✈ Valid for 24 hrs from date of issuance
 - ✈ Not to exceed specified dollar value
 - ✈ Merchant restrictions by amenity type

Sample of CSV Voucher



Continental Airlines CUSTOMER SERVICE VOUCHER **Continental Airlines**

PNR: XYZ123 CO1234 IAH-DCA ISSUED BY: IAH DD 31AUG05 12:45 PM **RUC: 123456789012345**

CUSTOMER: KAMAKAWIWAOOLE / MARIAN AISABELLE CSV NBR: 0050351 0011234 CPN: 3

WE REGRET THE DISRUPTION IN YOUR TRAVEL EXPERIENCE. PLEASE ACCEPT OUR APOLOGY ALONG WITH THE FOLLOWING AMENITY:

MEAL VOUCHER FOR USE AT: ANY PARTICIPATING FOOD VENDOR

AMOUNT: USD 10.00

PAYMENT METHOD: MC ***0 1234 5678 9012 EXP: 10/06

TERMS AND CONDITIONS:

- VOUCHER IS PRE-AUTHORIZED FOR A ONE-TIME CHARGE TOWARDS THE SERVICE PROVIDED.
- CUSTOMER MUST REDEEM VOUCHER WITHIN 24 HOURS OF ISSUANCE.
- CUSTOMER IS RESPONSIBLE FOR ANY ADDITIONAL CHARGES EXCEEDING THE VALUE OF THE VOUCHER.
- CUSTOMER MUST SURRENDER THE VOUCHER TO THE MERCHANT AT TIME OF TRANSACTION.
- DISCLAIMER: THIS IS NOT A GUARANTEE OF ACCOMMODATION OR SERVICE OR PART OF CONTINENTAL AIRLINES /CAL/ CONTRACT OF CARRIAGE. CAL IS NOT AN AGENT OF THE SERVICE PROVIDER AND ASSUMES NO LIABILITY FOR SERVICES PROVIDED.

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Benefits



✈ Benefits of enhanced reporting for Continental are:

- ✈ Internal controls
- ✈ Budget analysis
- ✈ Operational analysis
- ✈ Reduce accounting accruals

✈ Continental possesses enhanced back end reporting and automated general ledger expense posting by integrating the following files:

- ✈ Passenger flight record
- ✈ Web service communication record
- ✈ Citigroup's daily DEF file (credit card transactions)