



FrequentLine

Loyalty solutions for the airline industry

FrequentLine creates value

- Quick implementation of marketing specials
- High quality of customer data
- Special focus on those customers who require attention
- Increased customer affinity through multilingual website
- Early return on investment through open source technology

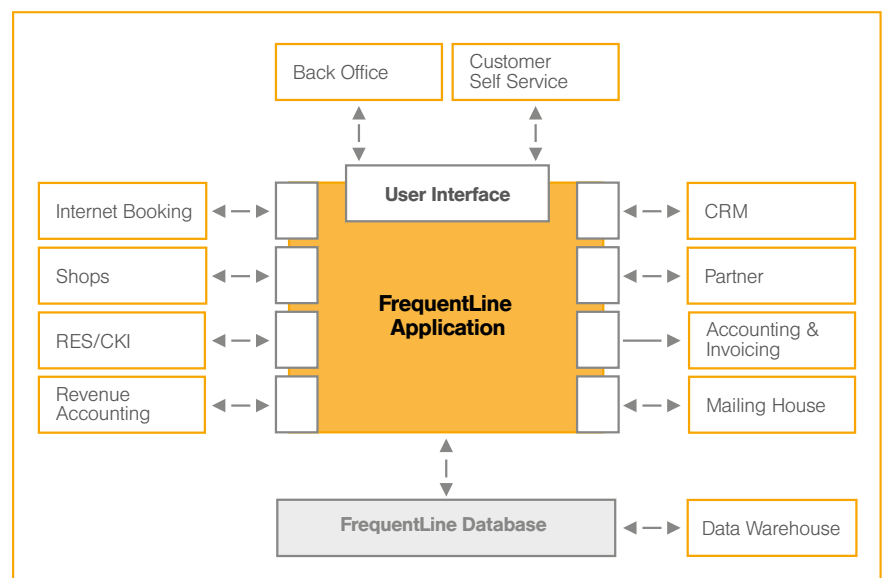
The success of an airline is measured essentially in terms of customer satisfaction and loyalty. Contented customers look forward to the next flight with 'their' airline. The challenges of strong competition in the aviation industry make it more and more important to address customers' concerns and convince them that their decision in favor of a particular airline is right.

But not only passengers have an impact on the decision which airline will be chosen. Private companies, as well as corporations, evaluate intensively the benefits of a business relationship with an airline. Travel

managers are responsible for identifying the airlines that best serve their employees. Travel agents, in their role as consultants to customers, also play a crucial part in the choice of a particular airline.

FrequentLine is a flexible and modular customer loyalty solution for airlines that covers the three main customer groups: **private, corporate and agents.**

This scalable solution can be used as a single application or as a package encompassing all the relevant needs of an airline in respect to customer loyalty.



FrequentLine: Overview of data exchange and functionalities



FrequentLine supports airlines with three fully integrated modules:

- **FrequentLine/Private** to cover the needs of individual customers
- **FrequentLine/Corporate** to meet the requirements of corporate customers
- **FrequentLine/Agent** to ensure agent loyalty to the airline

The crucial advantage of using FrequentLine as a package is its added value. Customer data can be analyzed and enriched with corporate and agent data enabling airlines to identify their most valuable customers and business partners.

Features and functions

Standard promotion and mailing activities are enriched by their respective differentiation into corporate segments and several individual customer segments. Benefit from low administration costs and the synergies of the different modules!

The advanced queries and report modules provide you with knowledge about your customers and their sales results. They

are prerequisites for an accurately timed control of the sales process. Partner and billing interfaces enable an efficient exchange of relevant customer and financial data between the partners, extending your customer basis while simultaneously providing customers with more flexibility and value for their membership.

Individual customers, corporations and business partners will enjoy access to their accounts 24 hours a day from any location served by an Internet connection. There are no barriers in the form of complicated contracts, but an easy and streamlined enrollment process with a free membership offer.

Approach your most valuable customers selectively

As soon as an individual passenger or a company is registered, an account is opened. Both are now able to collect all relevant flights with predefined, participating member airlines on their account. This includes the automatically credited bonuses according to corresponding flight activity. With every mile or point thus collected,

each customer moves closer to earning an attractive reward. And he can easily and quickly order his incentives online or via the service center.

The number of incentives that a customer may accumulate on a specific flight or route depends on defined incentive rules, all of which can be customized. Customers can make an online check at any time to ascertain the number of miles or points required for the next award. The realization of exclusive marketing 'specials' for selective routes, service classes or customer status allows you to influence the customers' behaviour. The system creates for you valuable private customer and company profiles. The previous lack of data for the loyalty of your customers is now history!

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