COMARCH LOYALTY MANAGEMENT

Increase Customer Loyalty in the Travel Industry
BUSINESS CHALLENGES

Over the past three decades, frequent flyer programs (FFPs) have been an inseparable part of the airline industry’s image. Along with industry changes such as the rapid expansion of low cost carriers, FFPs must meet the challenge of providing the airline’s loyalty proposition for both frequent and non-frequent flyers, offering them benefits that are more relevant to their travel habits.

The competitive environment exerts pressure on airlines to keep their fares low. In order to sustain profitability and meet the expectations of travelers, airlines constantly adjust their business models. One successful approach has been the expansion of onboard service offers such as the provision of paid meals, duty free items or preferred seat reservations. Loyalty program members are additionally encouraged to use those offers as they can earn extra loyalty points with their purchases, but also have the option to spend points on those products and services.

Another trend is the evolution of the traditional frequent flyer programs into multi-partner or even coalition programs, where points are sold not only to the co-branded credit card
SOLUTION OVERVIEW

Comarch Loyalty Management Travel Edition is an enterprise-class application that powers any loyalty program within the travel industry, including standalone, multi-partner, coalition and corporate programs.

The product supports not only FFPs for legacy and low-cost carriers, but also loyalty programs for other travel operators such as airports, car rentals, railways and hotels.
The scalable architecture enables continuous expansion as the loyalty program grows, including introducing new program partners and new system functionalities. Powering industry-specific accrual and redemption rules, elite tier privileges and the smooth exchange of data with numerous partners are just a few selected features that make Comarch Loyalty Management Travel Edition a product tailored for travel operators.

Our Promo Designer module allows you to target customers with tailored promotions at every transaction point, or to set promotion triggers that respond to customer behavior and social media activity. The Mobile Application, together with our new micro-location technology called Comarch Beacon, opens up completely new opportunities for targeted and personalized communication with your Frequent Flyer Program members.

The Contact Center application, designed to streamline CRM activities, allows easy management of loyalty accounts and communications with program members by contact center agents.

**PROFESSIONAL SERVICES**

- Concept planning and consulting services
- Program management services
- Customer analytics
- Creative services
- Reporting & program performance monitoring
- Data migration
- 24/7 worldwide support
- Maintenance services based on ITIL v.3
- Integration with third-party systems
- Hosting in TIER 3 & TIER 4 Comarch Data Centers
BENEFITS

- **Multi-tenancy** enabling management of multiple loyalty programs on a single loyalty platform.

- Launching loyalty programs for corporates, separately or together with programs for individual customers.

- Family pooling and household propositions make the program more relevant for non-frequent travelers.

- Comprehensive mechanisms and processes supporting FFP agreements between airlines.

- Generic functionalities allowing easy integration with financial institutions to launch co-brand credit cards.

- **Revenue support** based on flight distance and region-based accrual and redemption models.

- End to end partner management capability, to expand the program partners’ network.

- **Robust interfaces for integration** with airline systems for the purposes of redemption, accrual, retro-claim validation and profile synchronization, including the Datahub tool responsible for streamlining the file exchange process.

- Easy definition of a pool of benefits that can be selected by loyalty program members.

- Embedded gamification solution maximizes customer engagement; enjoy retention advantages in a competitive marketplace.

- Robust analytical tools, interactive dashboards and KPIs provide complete, real-time insight into program effectiveness and social engagement; maximizes your ability to leverage Big Data benefits.
ABOUT COMARCH

Comarch has more than 20 years of experience in designing, implementing and integrating state-of-the-art IT solutions. The most important aspect offered to the largest enterprises is a comprehensive suite of IT solutions and professional services: which can help to build and manage loyalty programs, create rich consumer experiences and personalized interactions across multiple touch points, automate marketing processes and boost profits. Our software supports the entire loyalty value chain. Comarch has multi-industry experience, gained through work with more than 80 clients, including FMCG companies, telecoms, financial institutions, travel companies and many more, such as JetBlue Airways, Heathrow Airport and BP. The offer also includes Big Data analytics and innovative customer engagement systems based on gamification, which increase profits and strengthen relationships between customers, partners and the brand.