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Ancillary Merchandising Conference 2019, #AncillaryMerchandising
CarTrawler | Bringing opportunities to life
Through a global online marketplace bringing partners, customers and suppliers together.

**B2B MOBILITY PLATFORM**
The only B2B mobility platform providing end-to-end connections to every significant mobility provider globally.

**B2B FOCUS**
Delivering long term, sustainable growth by building your brand and improving customer ownership. We never compete to acquire your customers.

**ONLINE RETAILING EXPERTISE**
Maximising conversion and revenue through bespoke partner solutions focused on cross-selling the right product at the right time.

**PERSONALISATION**
Pricing, content and display is personalised based on each customer’s itinerary and powered by data science.

**CHOICE**
Customers can shop the market without leaving your site. We provide them with multi-modal content including car rental, private transfer, taxis, shared shuttle and bus in 50,000 locations.

**TECHNOLOGY**
CarTrawler technology is built in-house specifically with B2B in mind. Our understanding of travel distribution supports seamless integration of our partners.

Discover CarTrawler

www.cartrawler.com/partnerships
About CarTrawler

Our market-leading B2B mobility platform brings opportunities to life for our partners and their customers, building long term sustainable growth. We maximise market share and in turn revenue for our partners by building their brands not our own.

CarTrawler connects in real time to every significant mobility supplier globally including car rental, private transfer, taxis, shared shuttle and bus. We make that content available to over 900M airline passengers through our 100+ airline partnerships.

We power over 85% of European airline’s online traffic using an aggregator solution, including Ryanair, Vueling, Norwegian Air Shuttle, SWISS and KLM. We also work with other key partners such as Emirates, Virgin Australia and Volaris powering their mobility solutions.

Discover CarTrawler
✓ Create significant ancillary revenue

✓ Value add for travelers

✓ Fast & Easy to Launch

Powering Airline Partners

- easyJet
- Emirates
- KLM
- Royal Dutch Airlines
- transavia
- RYANAIR
- Wizz
- Norwegian
- WOW
- Pegasus Airlines
GDPR – One year on what is the impact?

April, 2019
WHO WE ARE?

The Leading Global Experts in Loyalty and Partnerships.

Global team of loyalty experts with hands on experience of building some of the world’s largest and most successful loyalty programs.

- Loyalty Strategy
- Programme Design
- Innovation
- Partnerships
- Co-brand Cards
- Loyalty Finance
- Analytics
- Digital Marketing
- New Product Development
OUR TEAM

New World loyalty is a global network of consultants with hands on experience of working with and managing some of the world’s most successful loyalty programmes:

- Iain Pringle, United Kingdom
- Stuart Dinnis, Australia
- Phil Gunter, Australia
- Craig Grimshaw, New Zealand
- David Feldman, USA
- Tom Alberts, USA
- Joanne Ward, Canada
- Mark Ross-Smith, Malaysia
- Stuart Dinnis, Australia

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Who should care about GDPR?
Has access to insightful data?

Understands customers?

Rewards loyalty?
WHY CARE?
WHY CARE?

In 1998 a mobile looked like...
WHY CARE?

In 1998 social media looked like...
WHY CARE?

In 1998 loyalty looked like...
WHY CARE?

In 1998 Data Protection looked like....

A maximum fine of up to £500,000 following a data breach
WHY CARE?

In 2019 Data Protection looks like....

General Data Protection Regulation

A maximum fine of up to £20m or 4% of global turnover following a data breach
WHY CARE?

In 2019 we all leave a data trail....
WHY CARE?

In 2019 our data trail looks like....
WHY CARE?

In 2019 our data trail looks like....
WHY CARE?

How data rich are you?

- Search
- Location
- Spend – SoW
- Basket – SKU
- Value
- Frequency
- Transfer
- Exchange
- Age etc
- Name & Address
- Cookie
WHY CARE?

How data rich do you need to be?

- Search
- Location
- Spend – SoW
- Basket – SKU
- Value
- Frequency
- Transfer
- Exchange
- Age etc
- Name & Address
- Cookie

Have
Need
WHY CARE?
How data rich are you?

- Search
- Location
- Spend – SoW
- Basket – SKU
- Value
- Frequency
- Transfer
- Exchange
- Age etc
- Name & Address
- Cookie

Airline Frequent Flyer Programme

Have

Need

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WHY CARE?

In 2019 our data has a value....

$182

Source: Value per user, Arkenea

$158

$733

Source: Value per user, Arkenea
WHAT IS THE GDPR?
WHAT IS THE GDPR?

The purpose of the GDPR is to:

Provide a set of standardised data protection laws across all the member countries. This should make it easier for EU citizens to understand how their data is being used, and also raise any complaints, even if they are not in the country where it is located.
WHAT IS THE GDPR?

Under the GDPR an individual has 8 clearly defined rights:

1. The right to be informed
2. The right of access
3. The right to rectification
4. The right to erasure
5. The right to restrict processing
6. The right to data portability
7. The right to object
8. Rights in relation to automated decision making and profiling.
WHAT IS THE GDPR?

The right to data portability states....

The right to data portability 1) allows data subjects to receive personal data they provided to a controller in a structured, commonly used and machine-readable format and 2) to transmit those data to another controller without hinderance.
WHAT IS THE GDPR?

Some clear examples are given….

“A subject may wish to retrieve his contact list from his webmail application, for example, to build a wedding list, or get information about purchases using different loyalty cards.”
WHAT IS THE GDPR?

This means that “your” data is available to competitors....
APPLICATIONS
ONE YEAR ON?
HOW DOES THIS WORK IN PRACTICE?

Data portability at Tesco....
HOW DOES THIS WORK IN PRACTICE?

Data portability at Tesco....

Select privacy centre

Rights and choices
HOW DOES THIS WORK IN PRACTICE?

Data portability at Tesco:

Select privacy centre

Rights and choices

Data portability request
HOW DOES THIS WORK IN PRACTICE?

Data portability at Tesco...

- Select privacy centre
- Rights and choices
- Data portability request

Start your request
HOW DOES THIS WORK IN PRACTICE?

Data portability at Tesco....

- Select privacy centre
- Rights and choices
- Data portability request
- Start your request

Confirm email & destination
HOW DOES THIS WORK IN PRACTICE?

Data portability at Tesco....

Select privacy centre

Rights and choices

Data portability request

Start your request

Confirm email & destination

Verification code sent
HOW DOES THIS WORK IN PRACTICE?

Data portability at Tesco:

- Select privacy centre
- Rights and choices
- Data portability request
- Start your request
- Confirm email & destination
- Verification code sent

Provided in 3 hours to me and my nominated company via email

Data sent in JSON file
HOW DOES THIS WORK IN PRACTICE?

But it is not like this everywhere....

- Can take some time...
- Inconsistent validation...
- Inconsistent format...
- Inconsistent data...
- Not always shared...

- Hours
- Days
- Months
- Codes
- Passwords
- Passports
- Json
- PDF
- Excel
- Transactions
- Categories
- Profiles
- Some did
- Some didn’t
IMPACT ON LOYALTY?
To truly understand a customer you need to understand:

1. Better customer understanding

How they spend with you
To truly understand a customer you need to understand:

1. Better customer understanding

How they spend with you

How they spend with your competitors
To truly understand a customer you need to understand:

1. Better customer understanding
   - How they spend with you
   - How they spend with your competitors
   - Their needs and attitudes
LIKELY IMPACT

1 Better customer understanding

To truly understand a customer you need to understand:

Now, competitors have access to all of this, with permission...
To truly understand a customer you need to understand:

1. Better customer understanding

Companies who call this a single customer view may struggle!
New suppliers will fill gaps in the ecosystem:

1. Better customer understanding
2. New suppliers

Data Controller → Directly via an API → Competitor

Directly via customers

Indirectly via customers

Personal device or repository

Customer

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If there was a service which allowed you to check how much you could have collected last month / year based on your bank card spend would this be useful?

1. Better customer understanding
   - Agree strongly or agree: 52%

2. New suppliers
   - Agree strongly or agree: 42%

3. New loyalty propositions
   - Agree strongly or agree: 67%

Source: Savy UK customer research, January 2018
Programmes which reward you for your data...

- Earn and burn loyalty programme
- Earn points when you engage
- Earn when you opt-in and share
LIKELY IMPACT

1. Better customer understanding
2. New suppliers
3. New loyalty propositions

Growth of new data collection partnerships...

- Access to 65m WiFi global hotspots
- Active tracking
- Global messaging
- Packages from $5
LIKELY IMPACT

1. Better customer understanding
2. New suppliers
3. New loyalty propositions

Growth of share of wallet propositions...

- Targeted propositions based on share of wallet
- Extension of tier status matching today
- Tracked by co-brand card spend
Card linked offers will grow as partners seek relevant rewards:

1. Better customer understanding
2. New suppliers
3. New loyalty propositions
4. Growth of card linked offers
WHAT NEXT?
WHAT NEXT?

WORK IN PARTNERSHIP
Work with partners to maximise shared opportunities and understanding.

SEEK ADVICE
Work with others to develop new ideas.

ACCESS & USE DATA
Access and use all the data you have – if you don’t someone else will....

INNOVATE
Break to mold of loyalty to drive true loyalty through share of wallet based propositions.

ew world loyalty.
Who runs a loyalty programme that...

Now is the time to start!

Has access to insightful data? \∧
Truly Understands customers?
Truly Rewards loyalty?
THANK YOU!

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