AGENDA

1. Introduction – LPS Team & Participants
2. Trends in the airline industry – Driver for customer engagement and additional revenue
3. LPS Product Portfolio – LMS & PROXIMITY fulfil all your needs
4. Location-based Marketing on tour – Walking Workshop
5. Design Session – Share your ideas with your peers from your and other industries
6. Q&A and Feedback
Welcome & Introductions
Your introduction and your expectations for our workshop

- Your Name, Title and Company?
- Your professional focus: Loyalty, Co-Brand or Ancillary Revenue?
- Your experience with location-based service or location-based marketing?
- Your expectations for the session?
Company Overview
Loyalty Partner Solutions is part of the Loyalty Partner Group – the one-stop service provider for innovative customer loyalty management.

Offering
- Design, implementation and support of customised customer management solutions
- Operation and enhancement of the PAYBACK bonus and multichannel marketing platform

Role
- Software Vendor for Loyalty Management Solutions and complementary IT services
- Loyalty Program Operator

Skill set
- Experts in loyalty, consulting, IT, process management, quality management, etc.
- Experts in retail, marketing, sales and distribution, relationship marketing

Solutions for innovative customer loyalty management

over 200 m members in loyalty programs
countless satisfied and loyal customers
International Partners
more than 19 years of experience
8.5 m secured transactions are processed / daily

© Loyalty Partner Solutions
LPS Product and Service Portfolio

We offer all products and services to successfully implement and run a loyalty program

<table>
<thead>
<tr>
<th>Service Portfolio</th>
<th>Solutions</th>
</tr>
</thead>
</table>
| **Consult**       | - Program Management  
| • Program Development  
| • Business Case  
| • Processes & IT  
| **Plan**          | - Business Process Design  
| • Business Analysis  
| • Architecture  
| • Design  
| **Build**         | - Architecture & System Integration  
| • Software Development  
| • Customizing  
| • Integration  
| **Run**           | - Loyalty & Marketing  
| • IT Operations  
| • Maintenance  
| • Business Process Mgmt.  

<table>
<thead>
<tr>
<th>Expertise &amp; Experience</th>
<th>Products</th>
</tr>
</thead>
</table>
| - Program Management  
| - Business Process Design  
| - Architecture & System Integration  
| **Solutions**          | - Loyalty & Marketing  
| • Program Launch  
| • Business Intelligence  

| Extensive, modular and flexible Solution for large-scale loyalty programs  
| Location-based services and omni-channel Marketing  

<table>
<thead>
<tr>
<th>Service Provider Steering (BPO)</th>
<th><strong>Products</strong></th>
</tr>
</thead>
</table>
| - Call Center Services  
| - Card Production  
| - Lettershop/Correspondance  
| - Campaign/Marketing Fulfilment  
| - Rewards Sourcing & Fulfilment  
| **Products**          | - Data Analytics  
| • Payment Services  
| • Data-Center-Management  
| • User Helpdesk  
| • Marketing Agencies  

© Loyalty Partner Solutions
Lufthansa & Miles and More
LMS acts as global platform for the Miles & More program

<table>
<thead>
<tr>
<th>The Airline</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 142 million passengers in 2018; largest airline in Europe</td>
</tr>
<tr>
<td>• Largest European airline loyalty program with more than 30 million members globally</td>
</tr>
<tr>
<td>• More than 70 airlines and &gt; 200 additional partners fully integrated</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Challenge</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Mismatch of legacy system and IT strategy</td>
</tr>
<tr>
<td>• Homegrown solution with increasing maintenance cost resulting in search for new flexible platform</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Entire chain of customer loyalty activities - account management, accrual &amp; redemption process management, execution of personalized, multi-step marketing campaigns</td>
</tr>
<tr>
<td>• Migration of master and transaction data from old platform</td>
</tr>
<tr>
<td>• LPS as prime contractor is also responsible for the technical and operational business process management</td>
</tr>
<tr>
<td>• Consulting and definition of technical and procedural requirements</td>
</tr>
<tr>
<td>• Responsibility for the complete application management (incl. user help desk and data center management)</td>
</tr>
<tr>
<td>• Strategic development of future program features and implementation of new features of the program</td>
</tr>
</tbody>
</table>

"Miles & More is one of the world’s largest and most complex frequent flyer programs and IT projects. With the new platform and our general contractor LPS, we are setting another important milestone in the history of the program. We are laying the foundations for a more customer-friendly system that will enable us to react faster to future technological changes", Ralph Gernhold, CIO Miles & More
Payback

Germany’s largest bonus program and direct marketing platform

The Program

- Europe’s largest retail coalition program with > 130 million members globally in Germany, Poland, Italy, Austria as well as India and Mexico
- More than 50 offline and > 1,000 online partners
- Integration and rollout of new channels (mobile, social, payment)
- Multi-channel availability (> 75 billion coupons p.a.)
- 4.5 million PAYBACK usage per day in Germany

Challenge

- Establish and maintain active dialogue with customers
- Insufficient insight into retail consumer behavior
- Provide participating companies with services for direct marketing

Project

- Design, development and implementation of the IT solution for a retail & multi partner setting
- Definition and continuous adaptation of business and commercial processes to operate and grow the retail coalition program incl. partner acquisition and onboarding
- Integration of mobile, social and payment features
- International rollout of the program under consideration of each country’s specifics

"LPS has set standards as the IT service provider for the PAYBACK programs in Germany, Austria, Italy, Poland, Mexico and India. The solution processes millions of transactions and events every day in real-time."

Bernhard Brugger, CEO PAYBACK
China Southern Airlines  
Platform exchange for the Sky Pearl Club

The Airline
- Asia’s largest airline with over 140 million passengers p.a.
- More than 220 destinations
- More than 40 million members in the Sky Pearl Club

Challenge
- Need to keep up with developments in the (domestic) market
- Inflexible, high maintenance legacy solution
- Desire to make program transparent to members by using a rule based system

Project
- Successful joint bid and implementation from DXC and LPS over three continents
- LPS provides software and professional services as well as training and certification of the DXC integration team

“The rapid pace of market growth and our company’s plans for expansion made it necessary to upgrade to a modern software solution. It is a pleasure to work with our partners LPS and DXC and we are convinced that with our new platform we will have our ambitious tasks fully under control in the future.”

Mr. Wu, SVP Marketing Division China Southern Airlines
United Airlines Mileage Plus
Platform relaunch for the frequent flyer program

The Airline
- Fourth largest airline in the world
- Approximately 148 million passengers in 2017
- The MileagePlus program was introduced in 1979
- Currently Mileage Plus has more than 80 million members

Challenge
- Technologically outdated platform unable to reflect changing business requirements of the MileagePlus program

Project
- LPS as turn-key solution provider
- Complete and seamless replacement and renewal of the complex loyalty technology
- Data migration
- Technical support and system maintenance
- Continuous system improvement

“United Airlines is continuously improving and implementing new technological platforms in order to provide our customers with an outstanding customer experience. In LPS we have a strong, reliable technology partner with unique expertise at our side. We look forward to a long-term and lasting partnership.”

Ravindra Simhambhatla, Vice President Commercial Technology & Corporate Systems Information Technology at United Airlines
Deutsche Bahn – Europe's largest railway operator
Since 2006 LPS is responsible for all CRM and loyalty activities

<table>
<thead>
<tr>
<th>German Rail</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Germany’s largest mobility and logistics provider</td>
</tr>
<tr>
<td>• 12.8 million passengers per day (2018)</td>
</tr>
<tr>
<td>• More than 5.2 million card holders and loyalty program members</td>
</tr>
<tr>
<td>• High degree of customer satisfaction and market share of 67% in rail passenger transport</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Challenge</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Insufficient capabilities of the legacy system for business processes required for growth</td>
</tr>
<tr>
<td>• Need to bundle card and loyalty related services in order to improve customer satisfaction and provide frictionless customer service processes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>• General contractor with responsibility for further development of the B2C CRM program since 2007</td>
</tr>
<tr>
<td>• Requirement management and further development of the IT system</td>
</tr>
<tr>
<td>• Business process management for correspondence, card management, service desk</td>
</tr>
<tr>
<td>• Extensive program advisory and proactive process and IT consulting</td>
</tr>
</tbody>
</table>

"For more than 10 years we are in a very close Partnership with LPS. During this time LPS accompanied us in the conception and the development of countless changes and new ideas. Especially the functionalities of LMS::Outmatch and its real-time-capabilities give us a competitive advantage."

*Dr. Claudia Köhler, VP Customer Relationship Management, DB Fernverkehr AG*
Trends in the Airline Industry – And how a loyalty program can help to succeed
Trend # 1: Changes in the airlines' business model and in consumer behavior

Adapting to a changing market

From: Legacy carrier

To: legacy airlines, LCC and a mix of them
Example 1
Legacy carrier with 'economy basic' offer

Economy light
- 'all exclusive'
- suitcase, seat reservation, etc. as extras for a charge
Example 2
Low cost airline with basic ticket and extra services

'all exclusive'
BUT
suitcase, seat reservation, etc.
integrated into the
booking process to
offer 'standard
economy' service
Example 3
Low cost carrier for business travel - paid services / club membership

Package of benefit bundles for an annual fee

All of this and more, on every flight...
- Allocated seating included
- Dedicated bag drop desk
- Fast track security
- Additional cabin bag
- Speedy boarding

FREQUENT FLYER?
SAVE TIME AND MONEY
easyJet Plus annual membership is just €239
Join now
Renew My Membership
Full list of benefits
Example 4: Low cost carrier
Premium Flatbed – aka Business Class?

- **Free Baggage Allowance**
  40kg of checked baggage for all your storage needs. No more holding back on packing!

- **Complimentary Meals**
  Choose from a wide selection of meals, snacks, and drinks to keep you satisfied on board.

- **Pick A Seat**
  Enjoy plenty of legroom when you choose from any of the 12 Premium Flatbed seats in rows 1 - 2.

- **Pillow and Duvet**
  Snuggle with a fluffy pillow and soft duvet for a homey experience.

- **Change Flights**
  Unlimited flight changes up to 2 hours before your original departure time, and 4 hours before your new departure time, subject to fare difference.

- **Premium Flatbed Counter**
  Dedicated counter for your convenience.

- **Priority Boarding**
  Board the plane ahead of others.

'Super all inclusive' on low cost carrier
Trend # 1
What does this mean for your loyalty program?

**Business View**

- Different loyalty mechanisms for different business models, even in the same program
- Flexibility to adapt loyalty model with changing customer expectations / stage in life
- Special services and offers for selected target groups
- Monetize offered services

**Solution View**

- Flexible rule sets
- Paid service bundles and loyalty benefits
- Subprograms
Trend #2: Splitting up the old 'one-for-all' ticket

Selling the flight and added services separately to open new revenue streams

From: One ticket for everything

To: Ticket plus additional services
Example 1

Very inexpensive ticket – earn money on selling additional services

Seat selection

Extra luggage

Sports equipment
Example 2
Sell basic airfare but with direct offer

Basic airfare

Upselling offer incl. FFP tier benefits

Too many restrictions?
Change your fare to Economy and you’ll be able to:
- Choose an available seat
- Purchase available upgrades
- Travel with a full-sized carry-on bag
- Change your flight

+$30/person

Basic Economy restrictions apply, including:
- No complimentary seat selection
  - Advance seat assignments may be available for purchase during booking and up until check-in opens
  - Complimentary seat assigned prior to boarding
  - No group or family seating
  - No Premier® member seating benefits
- No full-sized carry-on bag on board*
  - Check bags before airport security for the applicable fee
  - Bags brought to the gate incur an additional $25 gate handling charge

*This restriction does not apply to MileagePlus Premier members, primary cardmembers of qualifying MileagePlus credit cards or Star Alliance™ Gold members.
Example 3
Long list of extra services

<table>
<thead>
<tr>
<th>Service charges for other optional services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inflight services may be available only in select cabins and/or on select aircraft.</td>
</tr>
<tr>
<td>24 hour flexible booking policy</td>
</tr>
<tr>
<td>No charge</td>
</tr>
<tr>
<td>Learn more</td>
</tr>
<tr>
<td>Basic Economy advance seat assignments</td>
</tr>
<tr>
<td>From $7 per flight per person</td>
</tr>
<tr>
<td>Learn more</td>
</tr>
<tr>
<td>Basic Economy gate handling charge</td>
</tr>
<tr>
<td>$15 plus the applicable checked bag fee</td>
</tr>
<tr>
<td>Checked baggage subscription</td>
</tr>
<tr>
<td>From $249 to $999</td>
</tr>
<tr>
<td>Learn more</td>
</tr>
<tr>
<td>Earbuds for inflight entertainment</td>
</tr>
<tr>
<td>Up to $6.99</td>
</tr>
<tr>
<td>Economy Plus</td>
</tr>
<tr>
<td>Per flight per person: From $9 to $299</td>
</tr>
<tr>
<td>Subscription per person: From $499 to $1099</td>
</tr>
<tr>
<td>Learn more</td>
</tr>
<tr>
<td>Farelock®</td>
</tr>
<tr>
<td>From $6.99 to $35</td>
</tr>
<tr>
<td>Learn more</td>
</tr>
<tr>
<td>Inflight alcoholic beverages</td>
</tr>
<tr>
<td>From $6.99 to $15.99</td>
</tr>
<tr>
<td>Some options are complimentary for select cabins/flights</td>
</tr>
<tr>
<td>Learn more</td>
</tr>
<tr>
<td>Inflight dining</td>
</tr>
<tr>
<td>From $3.29 to $9.99</td>
</tr>
<tr>
<td>Complimentary snacks or meals may be available</td>
</tr>
<tr>
<td>Learn more</td>
</tr>
<tr>
<td>Preferred seating</td>
</tr>
<tr>
<td>From $9 per flight per person for standard Economy tickets</td>
</tr>
<tr>
<td>From $16 per flight per person for Basic Economy tickets</td>
</tr>
<tr>
<td>Learn more</td>
</tr>
<tr>
<td>Premier Access®</td>
</tr>
<tr>
<td>From $15 to $75 per flight segment</td>
</tr>
<tr>
<td>Learn more</td>
</tr>
<tr>
<td>Premier Accelerator®</td>
</tr>
<tr>
<td>Up to 30 cents per mile</td>
</tr>
<tr>
<td>Learn more</td>
</tr>
<tr>
<td>Award Accelerator®</td>
</tr>
<tr>
<td>Up to 3.3 cents per mile</td>
</tr>
<tr>
<td>Learn more</td>
</tr>
<tr>
<td>Baggage Delivery</td>
</tr>
<tr>
<td>From $25.05 to $105.05 per order</td>
</tr>
<tr>
<td>Learn more</td>
</tr>
<tr>
<td>Buy award miles</td>
</tr>
<tr>
<td>3.5 cents per mile</td>
</tr>
<tr>
<td>Learn more</td>
</tr>
<tr>
<td>Online booking</td>
</tr>
<tr>
<td>No charge</td>
</tr>
<tr>
<td>Ticketing with a United agent</td>
</tr>
<tr>
<td>Within the 50 United States and Canada: $25 by phone, $30 at a City Ticket Office, $50 in person at the airport. Ticketing charges may vary outside of the U.S. and Canada and based on MileagePlus status level.</td>
</tr>
<tr>
<td>Replacing a lost paper ticket</td>
</tr>
<tr>
<td>$150</td>
</tr>
<tr>
<td>Other flight changes and cancellations</td>
</tr>
<tr>
<td>From $0 to $1,000 per passenger, based on applicable fare rules</td>
</tr>
<tr>
<td>Trip Insurance</td>
</tr>
<tr>
<td>From $19 to $252</td>
</tr>
<tr>
<td>Learn more</td>
</tr>
<tr>
<td>Unaccompanied minors</td>
</tr>
<tr>
<td>$150 per direction of travel plus full adult fare per child</td>
</tr>
<tr>
<td>Learn more</td>
</tr>
<tr>
<td>Pets</td>
</tr>
<tr>
<td>In-cabin: $125 per direction of travel</td>
</tr>
<tr>
<td>Learn more</td>
</tr>
<tr>
<td>United Club®</td>
</tr>
<tr>
<td>One-time pass: Up to $55 per person</td>
</tr>
<tr>
<td>Membership: Up to $50 per person per year, plus $30 initiation fee for new members</td>
</tr>
<tr>
<td>Learn more</td>
</tr>
<tr>
<td>United Travel Options bundles</td>
</tr>
<tr>
<td>From $19</td>
</tr>
<tr>
<td>Upgrade purchase during booking</td>
</tr>
<tr>
<td>Up to $9,999 per flight per person</td>
</tr>
<tr>
<td>Upgrade purchase during check-in</td>
</tr>
<tr>
<td>Up to $9,999 per flight per person</td>
</tr>
<tr>
<td>Upgrade award co-pay</td>
</tr>
<tr>
<td>Up to $500 per flight per person</td>
</tr>
<tr>
<td>Learn more</td>
</tr>
</tbody>
</table>

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Travel comfort
FFP benefits
Subscriptions
Example 4: Change in redemption rules
Loyalty program as sales channel for revenue tickets

United Air Makes Mile Redemptions Subject to Supply and Demand

No fixed reward tables – flexible pricing in miles
Trend # 2
What does this mean for your loyalty program?

**Business View**

- Programs need to be flexible and adapt to new models
- Go beyond 1 mile flown = 1 mile earned and 500 miles spent = 1 free night in a hotel
- Support the airline to open new sources of revenue – options for earn and burn: tickets and ancillaries
- Turn FFP to profit center and increase share of wallet – incentives for revenue generating products
- Sales channel for revenue tickets

**Solution View**

- Be able to reward and redeem on the level of ticket + ancillary service
- Be able to manage earn and burn based on miles and / or revenue
- Be able to guide member behavior into the direction of more revenue – promotions
Trend # 3: More volatility in partnerships

Leaving alliances for 1:1 partnerships and changes in non-air partner commercial models

From:
Long term partnerships & same alliance membership

To:
1:1 air partnerships and short term non-air partner models
Example 1
Leaving the alliance and establishing 1:1 partnerships

American Airlines and China Southern Launch Frequent Flyer Partnership

New 1:1 partnership

Leaving the alliance
Example 2: Partnerships without alliance

Partnerships between airlines without alliance

Partnerships with other non-alliance airlines – on individual terms for the cooperation
Example 3
Integration of small partners & lifestyle partners to be part of members’ everyday lives

Small Austrian Ski Resort

Miles & More

Kitzbühel mountain cable car: A very special kind of ski experience

Experience the Tyrolean ski resort of Kitzbühel-Kirchberg and find tailor-made packages at attractive prices for all the family. Are you a frequent flyer, an amateur skier or would you like to spend a relaxing holiday with your nearest and dearest in Kitzbühel-Kirchberg? The Kitzbühel mountain cable car, known in short as KitzSki, will take you to the best lifts. Modern cable cars and convivial restaurants will make your winter holiday an unforgettable experience.

2 Restaurants in UK

YUKOYA

YUKOYA is a stylish Japanese restaurant in London. They highly experienced head chef has won a wide range of awards in Japan.

1 GBP = 1 mile

Koto

Koto is a traditional Japanese restaurant in London. They serve a selection of small plates with Japanese-inspired dishes. The chefs are trained in traditional Japanese cuisine.

1 EUR = 1 mile

KINTAN

KINTAN is a unique Japanese BBQ restaurant in London. They specialize in traditional Japanese BBQ with Korean influences. The dishes are cooked on a grill and served piping hot.

1 GBP = 1 mile

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Example 4
Temporary partnerships

Notre Dame Restoration Support Miles
JAL Group will support the restoration of the cathedral of Notre Dame in Paris which was heavily damaged by fire on April 15. We ask for cooperation to JMB members through Charity Miles.

On April 15, Notre Dame Cathedral in Paris, France experienced a massive fire which led to significant damage of the building. JAL Group extends its sincerest sympathies to the people of France and those around the globe who have been distressed by this fire. To assist the effort for quick restoration, JAL Group decided to offer support by donation.
We also ask for cooperation from JMB members to support the restoration of Notre Dame in Paris through Charity Miles.

Notre Dame Restoration Support Miles

<table>
<thead>
<tr>
<th>Donation period</th>
<th>April 20, 2019 (Friday) 17:00 - May 31, 2019 (Friday) 23:59 (Japan Time)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mileage for donation</td>
<td>Donations will be accepted in units of 3,000 miles on the JAL website.</td>
</tr>
</tbody>
</table>

* The JAL Group will donate the equivalent amount in cash (1 mile = ¥1) to Fondation de France.

Redemption: Miles Donation with limited donation period
Trend # 3
What does this mean for your loyalty program?

**Business View**

- Flexibility for new partners – rules and setup, contract model
- Quick onboarding of new airlines and non-air partners
- Large ‘every day’ partner network – easy to manage
- Support partner business to turn loyalty program to profit center

**Solution View**

- Airline partner standard API
- Partner Self-Service Portal for large partner eco systems
- Partner promotions and offers
- Flexible earn and burn to support liability management
Trend # 4: Moving beyond pure air transport
And covering the whole travel chain

From:
Selling only the ticket

To:
Covering the whole travel value chain
Example 1: Holistic customer profile

Gathering basic data and asking members for additional profile data

Preferred destinations

Preferred type of holiday
Example 2
Offering travel products from the own airline group

Travel experiences to complement the trip are promoted on the airline website.
Example 3

Hotel offer displayed on booking website

Hotel offer right on the start page for the booking process

Hotel becomes part of travel package
Example 4
Earning miles for each Euro spent on hotel bookings with the preferred hotel portal

Access directly from the airline flight booking website: accommodation bookings are rewarded with miles
Example 5

Airline website offers fly + stay + drive

Airline website with different parts of the travel value chain

'All-in-one' ecosystem
Example 6
Using the member’s current location to gather data and make offers

- Book now - $5 off all around town tours!
- Includes free sightseeing ferry tour!

Book Now
Trend # 4
What does this mean for your loyalty program?

**Business View**

- Know passengers well and build a 360° view
- Engage members and keep them in the 'airline partner ecosystem' to generate revenue
- Promote partners and products along the value chain
- Use members' current location
- Communicate individually – right content, right offer, channel, place and time

**Solution View**

- Full loyalty database – profile & events
- Earn & burn for all activities in travel chain
- Location based marketing
- Loyalty / partner promotions
Trend # 1 – 4 show a clear picture:

Loyalty in the area of airlines will have to change in order to cope with the trends.

Location-based Marketing could drive loyalty, ancillary revenue and a seamless passenger experience.

LPS as an expert in airline loyalty management can effectively and efficiently support you to remain on track!
Our Product Portfolio
LMS – Loyalty Management Suite
LMS is prepared to support challenges from every field of business

Proven loyalty platform

<table>
<thead>
<tr>
<th>Your challenge</th>
<th>Our Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>You require a 360° customer view</strong></td>
<td>LMS helps you collect, maintain and use consistent and accurate customer information across all channels. Data-driven security ensures that your partners receive controlled access to the member data that you allow them to see.</td>
</tr>
<tr>
<td><strong>You want configurational Flexibility all by yourself</strong></td>
<td>With LMS you can set up and update program rules, tier levels, currencies, rating and expiration rules all by yourself. In addition you can setup subprograms to manage specific target groups with separate program rules &amp; benefits.</td>
</tr>
<tr>
<td><strong>You need powerful Campaign Functionalities</strong></td>
<td>You can set up the full range of campaigns from simple ad hoc campaigns to extremely complex multi step campaigns. The LMS campaign wizard helps you to speed up your daily business and reduce training time for new employees. The activation campaign option supports a better ROI analysis.</td>
</tr>
</tbody>
</table>
LMS – Features at a Glance

- Real-time
- Dynamic Subprograms
- Scalable, High Volume
- Sophisticated Tier Level Concept
- Quick Adaption
- Data Security & Protection
- Integration via Online & Batch
- Flexible Identification
- Business Rules Driven
- Robust & resilient
- Partner Management
- International
- Modular Design

LOTS OF CHALLENGES – ONE SOLUTION

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PROXIMITY – Location-based Solution
Mobile connected devices symbolize a fixed component of our daily life.

PROXIMITY combines all technologies to attract the customers.

Push notifications drive 9.6x more users to make a purchase.*

80% of internet users own a smartphone.*

Apps account for 89% mobile media time.*

2 out of 3 minutes spent online are on mobile devices.*

* Sources see notes
Localisation of customers creates a completely new marketing dimension

- Identification of customers and assignment to a location or transport
- Relevant locations are systematically defined
- Real-time combination of location data and customer profile
- Increase of customer experience through relevant offers
PROXIMITY allows combinations of various LBS technologies

Maximum precision through combination of sensors

- **Geofence**
  - Localization using GPS
  - Large radius of around 150m
  - Outdoor

- **Beacons**
  - Localization using BLE
  - Small radius of 1-50m
  - Indoor

- **WLAN**
  - Localization using Wi-Fi
  - Indoor

- **Sound**
  - Localization using microphones of smartphones
  - Indoor

- **Magnetometer – Train-Detection**
  - Localization using Magnet-Detection
  - Small radius of 10 meters
  - Indoor & Outdoor

**Dashboard for KPIs in real-time**

**Location Management**

**Offer Management**
Localisation of passengers enables completely new marketing dimensions

With the help of PROXIMITY you can accompany the customer along the whole travel journey

Communication
Push-/ and Pull communication based on the context / location

App Adaptation
Feed areas and coupons are adapted to the context at opening the app

Customer Insights
New data for profiling and addressing customers
Location-based marketing on tour – Walking Workshop
PROXIMITY covers the whole travel customer journey

- At your home
- On the way to the destination
- At the arrival airport
- During the flight
- At the departure airport
- On the way to the airport
- At the destination
Targeting@competitor

Wherever your future traveler is

We miss you!

Book your next 3 flights with us and enjoy GOLD STATUS and many extras for the next 6 month!

More Information
Travel to the Airport

At train station

Travel Information

The S8 departs in 7 minutes from platform 2 and takes you directly to the Airport.
Shopping at Partners

Before Security Check

Seamless Travel Experience

Loyalty Program Engagement

Additional (ancillary) revenues

SPRING / SUMMER TRENDS

Why don’t you pay for your business bag in miles?

Pay with miles
The estimated waiting time at the security check is 11 minutes.
Onboard Entertainment

In the Air

Out now! 🎥
Watch the very latest movies with your individual inflight entertainment upgrade!

Pay with points

Seamless Travel Experience

Loyalty Program Engagement

Additional (ancillary) revenues
Way to the hotel

After baggage claim

Full flexibility with your Uber!
- You only need to use 2,500 points

Pick up now

Seamless Travel Experience
Loyalty Program Engagement
Additional (ancillary) revenues
Offer at Destination

At the hotel

Use your miles for special food & beverage offers.
- Only 1,500 points for a whole menu.

Book Now

Seamless Travel Experience
Loyalty Program Engagement
Additional (ancillary) revenues
Incentivization back Home

At home

Seamless Travel Experience
Loyalty Program Engagement
Additional (ancillary) revenues

We hope you enjoyed your last flight with us!

Therefore, we offer you 15% discount on your next flight with us being booked within the next 2 weeks.

- Here are more information.

Further information
PROXIMITY Walking Tour
Walking Tour through the Hotel
4 stations in order to experience PROXIMITY

Demo Offer 2: Wayfinding Offer

Demo Offer 3: Spa Offer

Demo Offer 4: Survey Offer

Demo Offer 1: Partner Offer
Design session
Design Session – Brainstorming about location-based Use Cases

"just be creative"

1. Pls. **check, comment & adapt** the steps in your industry-related customer journey

2. Pls. **define location-based Use Cases** in the context of Loyalty, Service, Offers – Ancillaries or Offers – Airline

3. Pls. **describe** the location-based Use Case to your group and pin it on the journey

4. Let’s **discuss the business impact** of the described Use Cases (e.g. revenue-driver, loyalty-driver, driver for an optimized customer experience,…)

5. **Summaries of all sessions will be provided to all participants after the conference**

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**Customer Journey Template**

- **Offers - Airline**
- **Offers - Ancillaries**
- **Service**
- **Loyalty**

- **E.g. Location-based Lounge offer**
- **E.g. Location-based Transportation offer**

**Axes:**
- **Planning**
- **Booking**
- **On the way to the Airport**
- **At the Airport**
Q&A and Feedback
Your questions

... and our answers
THANK YOU!