Loyalty & Partner Management Solution Improves Customer Base, Partner Interaction and Ancillary Sales for a Leading Airline in UK

ITC INFOTECH
Business-friendly Solutions

ABOUT THE CLIENT

The client is the second largest airline in the United Kingdom, a profitable airline with one of the most admired corporate cultures.

The client has been trying to improve its market reach, and increase the customer spend. The client was also focused on – attracting new customers and being positioned as an ideal airline partner to work with.

WHAT WAS NEEDED

Ability to:

- Leverage loyalty as an effective marketing tool for better personalized customer targeting
- Attract and grow the corporate program
- Respond to market and competition due to legacy and unconfigurable system

SOLUTION

- Implemented Loyalty platform, Loyalty Analytics and Partner Data Manager – paving the way for a robust, scalable and highly configurable loyalty ecosystem
- Redesigned and implemented both individual and corporate programs, by bringing in our design expertise and design thinking approach to create intuitive user interface
- Unified ecosystem with integrations across Partner systems, Real time PoS, Passenger Service Systems, Websites, etc.
- Handled complex Data Migration activities to include historical transactional and member data from the past 7 years
- Performed integration with our proprietary Partner Data Manager solution, enabling client to seamlessly integrate across airline and non-airline partners for on-boarding, files management, accruals and similar interactions

RESULT

- Increase in activity from existing active FC member base by 2% in the first year
- Convert 1% of current inactive member base to active member base
- Increase new active member base by 5% YoY
- Increase ancillary sales via direct channels
- Improved partner interaction with 15 airlines and 200+ non-airline partners

ABOUT ITC INFOTECH'S INTELLIGENT PLANNING CAPABILITIES

ITC Infotech delivers Smart Loyalty solution enabling CMOs and Loyalty Heads to convert all customer interactions into personalized engagements. Our platform-based approach and pre-built accelerators help us deploy our Solutions as a Service with speed, scale and cost effectiveness - saving of up to 25% on cost and time. Our deep understanding of the loyalty ecosystem from decades of experience across industries give us an unparallel edge over competition.