

Integrated Loyalty Management Solution to Improve Customer Experience for a Leading Nordic Airline



ABOUT THE CLIENT

The client is a leading Nordic airline, considered to be one of the oldest operating airlines in the world. The airline, with a fleet of 80+ aircrafts, operates flights for destinations around the world. They are part of the 'One World' airline alliance having 2.4 million loyalty members and 70 million transactions.

The client's Loyalty Management program was not designed to cater to the varied requirements of the members, lacking the scalability and efficiency to manage high volumes of transactions. Delays in issue resolution widened the gap between expectations and service delivery, leading to a drop in the customer satisfaction score, and a decline in the overall customer base.

WHAT WAS NEEDED

- An integrated loyalty management solution which would enable the client to
 - Maintain customer information and reward based on the nature of the transaction
 - Efficiently manage customer feedback and complaints
 - Monitor and manage sales account and agent information
 - Manage high volume transactions across partners and interfaces
 - Effectively execute campaigns

SOLUTION

- ITC Infotech architected a Loyalty solution to ensure
 - Effective handling of transactions, promotions, tier changes and partner/product information
 - Improved campaign management and execution
 - Visibility across sales account, contact, opportunity and agreements management
 - A streamlined feedback management process
- The solution was integrated with our proprietary partner billing application to facilitate billing report generation across airline and non-airline partners
- Advanced data analytics and reporting capability for informed decision making

RESULT

- World's First Siebel Loyalty implementation for the airline industry
- The solution enabled
 - Higher customer retention and increase in the customer satisfaction score
 - Improvement in customer relations and help desk communications
 - Efficient case handling and feedback management
 - Effective sales and partnership management
 - Timely invoicing to airline partners with debit and credit notes
 - Optimized partner interface management

ABOUT ITC INFOTECH'S SMART LOYALTY 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 unparalleled edge over competition.