

**Managing your FFP – handling the tasks and meeting the challenges
(Module FFP – 001)**

Objective:

To improve the skills and confidence level of people that have FFP management responsibility

**One day
At your offices
1.000 EUR
1-6 people**

Designed for:

- FFP Managers & Executives

Major topics:

- The task: managing relationships with external and internal customers
- Key challenges: more output for less resource, changing attitudes and perceptions, soft launching CRM practices
- Dealing with the challenges and managing the future

Taking your FFP partners to mutual profitability and growth (Module FFP – 002)

Objective:

How to harness the full potential of your FFP as a vehicle for successful partnership development

**One day
At your offices
1.000 EUR
1-6 people**

Designed for:

- FFP Managers & Executives
- FFP partnership team (air and non-air)
- CRM managers
- Other managers involved in partner matters e.g. regional management, finance

Major topics:

- Types of partner: their characteristics and needs described and what these mean for the airline FFP
- Establishing and building the partner portfolio, including selection procedure
- Making the most of your partnerships through sound management practice and proper communication

Customer communication: online and offline (Module FFP – 003)

Objective:

How to configure and use FFP customer communications channels to increase your airline's short term and long term results

One day
At your offices
1.000 EUR
1-6 people

Designed for:

- FFP Managers & Executives
- Other Senior Marketers that have FFP decision making responsibility including those that work with partners
- PR
- Key staff from relevant marketing services agencies that work with you

Major topics:

- Why less than 25% of customer communication is effective
- Audience-objective-content-channel: understanding and using the mix
- Building the return on investment: a model

FFPs – an overview for Senior Executives (Module FFP – 004)

Objective:

To enable participants to see the FFP for what it is and what it could be. You can then see the way to better performance (N.B. FFPs are often misunderstood)

Half a day
At your offices
500 EUR
1-6 people

Designed for:

- New management staff in Marketing/with responsibility for the FFP
- Existing or new management staff in other functions e.g. Sales, Finance, Operations

Major topics:

- FFPs: what they do and how they do it
- Cost burden or profit centre: why the choice is yours
- Action: what the top management should be doing about the FFP and what the benefits will be

FFP, customer segmentation and revenue increase strategy (Module FFP – 005)

Objective:

How to increase your airline's short and long term results by using your FFP to drive customer choice

Half a day
At your offices
500 EUR
1-6 people

Designed for:

- FFP Managers & Executives
- Other Senior Marketers that have FFP decision making responsibility

Major topics:

- Role, importance and dimensions of FFP strategy
- Customer segmentation for results: how to do it
- Achieving customer focus
- Improving revenue by using customer segmentation and customer focus strategies

FFP program structure: how to exceed your competitors (Module FFP – 006)

Objective:

Showing how you can build a competitive structure, identify the right triggers and use them to generate more competitive appeal

Half a day
At your offices
500 EUR
1-6 people

Designed for:

- FFP Managers & Executives
- Other executives that have relevant FFP development responsibility

Major topics:

- Getting the competitive framework right and using it to realise competitive advantage
- Deciding on priority issues where you need to be more competitive
- Implementing change and monitoring its effect

Financial set-up and current FFP accounting practice (Module FFP – 007)

Objective:

How to review and apply current accounting procedures to your airline's FFP

Half a day
At your offices
500 EUR
1-6 people

Designed for:

- FFP Managers & Executives
- Managers from Finance and Revenue Accounting

Major topics:

- FFP as a cost centre: set-up of structure, estimation of costs, accounting for revenue
- Integration of your own airline to the accounting model
- Managing of liabilities
- Allocation of award capacity
- Advantages and possible distortions and what to do about them
- Fairness and transparency: how to achieve the best possible application

FFPs as a profit centre: a possibility not a dream (Module FFP – 008)

Objective:

The benefits of establishing your FFP as a "business within a business" and how to do it

Half a day
At your offices
500 EUR
1-6 people

Designed for:

- FFP Managers & Executives
- Senior Managers from Marketing, Capacity Management and Finance
- FFP partnership team (air and non-air)

Major topics:

- Definition of revenues and costs
- Increase of revenues
- Current accounting practice for FFPs: problems solved and problems made
- Alternative models: how they work and what they need to get started
- How to implement change

**At your service: using your FFP to deliver satisfaction to your best customers
(Module FFP – 009)**

Objective:

How to harness your FFPs potential to raise the level of service being delivered to your best customers and their loyalty

**Half a day
At your offices
500 EUR
1-6 people**

Designed for:

- FFP Managers & Executives
- Frontline managers, supervisors and staff
- CRM Managers
- FFP customer service outsource partners

Major topics:

- How customers see things and evaluate your service
- What your airline is doing about FFP customer service at the main touch points
- Structure of customer service in home market versus international markets
- Costs versus quality
- What it should be doing and how to get there

How to find out and meet your FFP customers' needs (Module FFP – 010)

Objective:

Provide an effective programme to establish and respond to the customer's agenda for program enhancements

**Half a day
At your offices
500 EUR
1-6 people**

Designed for:

- FFP Managers & Executives
- FFP development team
- Other Senior Marketers that have FFP decision making responsibility
- Customer contact supervisors
- Communication team
- CRM Managers

Major topics:

- The listening strategy: what is it and how does it work?
- Finding out and using customer feedback
- The balance of different objectives between your airline and your frequent flyers
- The action plan: how to write it, use it and improve it

Selecting suppliers and outsource partners (Module FFP – 011)

Objective:

How to decide where external suppliers should be used, selecting the best options and obtaining the best results

Half a day
At your offices
500 EUR
1-6 people

Designed for:

- FFP Managers & Executives
- Other managers and staff that are involved in the selection and management of suppliers and outsource partners

Major topics:

- Outsourcing: where, when and why
- Selection process
- Managing the relationship for best results

Measuring and improving FFP performance (Module FFP – 012)

Objective:

How to assess performance, prioritise improvements and implement change

Half a day
At your offices
500 EUR
1-6 people

Designed for:

- FFP Managers & Executives
- FFP development team
- Other Senior Marketers that have FFP decision making responsibility
- IT Managers

Major topics:

- Identifying key performance issues
- Interpretation of MIS data
- Benchmark against market trends
- Input to program development
- External performance audits
- IT requirements
- Managing change

Brand loyalty in the airline business (Module FFP – 013)

Objective:

How to make sure that your airline's "brand power" is harnessed to achieve better customer loyalty

Half a day
At your offices
500 EUR
1-6 people

Designed for:

- FFP Managers & Executives
- Other Marketers particularly from marketing communications

Major topics:

- The brand as a loyalty builder
- Emotional and rational aspects that can be used to build preference
- Making the airline and FFP brands work together: an action plan
- Brand communication
- Brand change

FFP fraud: how to identify it and prevent it (Module FFP – 014)

Objective:

Provide your airline with best practice measures to deal with fraudulent use of its FFP

Half a day
At your offices
500 EUR
1-6 people

Designed for:

- FFP Managers & Executives
- Other relevant staff e.g. IT and Finance Managers

Major topics:

- Major types of external and internal fraud
- Fraud identification and tracking; role of IT
- Fraud prevention
- Reaction to fraud
- Limitations to fraud prevention
- Audit processes

FFPs and CRM: Close friends or distant relatives? (Module FFP – 015)

Objective:

Enable you to understand and take action on the key issues concerning how to use your FFP as the path to effective CRM in your airline

Half a day
At your offices
500 EUR
1-6 people

Designed for:

- FFP Managers & Executives
- CRM Managers
- Other Managers of functions that touch the customer

Major topics:

- What does CRM mean, particularly from the customer viewpoint?
- Examination of your FFP as a path to establishing and building CRM: key actions and areas for improvement
- Launching, evaluating and improving your CRM strategy

Corporate Loyalty Programs (Module FFP – 016)

Objective:

How your airline can strengthen its relationships with corporate customers and increase its share of company travel

Half a day
At your offices
500 EUR
1-6 people

Designed for:

- Regional and Area Sales Managers and Executives
- FFP Managers & Executives

Major topics:

- Differences between FFPs and Corporate Loyalty Programs
- How and where to use major sales tools and key learning points on use of Corporate Loyalty Programs
- Selling the program in, launch and build
- When to combine with FFP to give a “double barrelled” approach
- Monitoring results and future improvement