



Project Examples

First-time program set-up	
Content	<ul style="list-style-type: none"> ↳ Set-up of best practice program structure by adapting all parameters to a well-defined strategy and the particular environment of a program operator ↳ Input from global best practices ↳ Management and implementation aspects, incl. financial framework ↳ Creation of ancillary revenues
Results	<ul style="list-style-type: none"> ↳ Introduction of a Loyalty Program with a maximum loyalty and revenue impact

Program redesign	
Content	<ul style="list-style-type: none"> ↳ Review and elaboration of various aspects according to your needs, such as: <ul style="list-style-type: none"> ↳ Program strategy ↳ Program performance ↳ Program competitiveness based on benchmark input ↳ Financial aspects such as IFRIC 13 accounting standards ↳ Choice of loyalty currency ↳ Evolution of program structure and management into best practice
Results	<ul style="list-style-type: none"> ↳ Enhancement of program performance through adaptation of program structure to reflect revised strategies and competitive situation ↳ Increase of revenue and loyalty effect

Strategy workshop	
Content	<ul style="list-style-type: none"> ↳ Preparation and moderation of a management workshop aiming at defining a strategy for a specific topic, e.g.: <ul style="list-style-type: none"> ↳ Overall program strategy ↳ New reward concept ↳ New developments ↳ CRM activities ↳ Summary of workshop with definition of next steps and responsibilities
Results	<ul style="list-style-type: none"> ↳ Well-founded cross-functional decision about strategically important questions ↳ Input from best global practices ↳ Suggested 2-3-year plan of activities

Feasibility study	
Content	<ul style="list-style-type: none"> ↳ Analysis of risks and opportunities for introduction of an own Loyalty Program ↳ Evaluation of different business options, e.g. own program versus partnership in third party programs ↳ Development of a model showing the financial impact of the introduction of an own Loyalty Program ↳ Management aspects ↳ Expected financial evolution for years 1-3 after program introduction
Results	<ul style="list-style-type: none"> ↳ Clear understanding of the current and potential situation, allowing to compare and to make a strategic decision about the Loyalty Program of the company

Benchmark studies	
Content	<ul style="list-style-type: none"> ↳ Individualised benchmark studies across different program elements, e.g. structure of points accrual/redemption, partner network, terms & conditions, elite program (qualification rules and benefits) ↳ Possibility to include as many loyalty programs as desired ↳ Definition of strengths and weaknesses of own program compared to best practices
Results	<ul style="list-style-type: none"> ↳ Enhancement of program performance through competitive input to program developments

Market observation	
Content	<ul style="list-style-type: none"> ↳ Monthly newsletter covering news and developments at individually selected FFPs and Loyalty Programs in the following areas: <ul style="list-style-type: none"> ↳ Structure of points accrual/redemption ↳ Partner network ↳ Terms & conditions ↳ Elite program ↳ Customer service ↳ Option to include promotional offers and worldwide best practices
Results	<ul style="list-style-type: none"> ↳ Regular and reliable market update ↳ Valuable ongoing competitive input to program developments

Performance measurement	
Content	<ul style="list-style-type: none"> ↳ Definition of performance parameters/KPIs ↳ Monthly tracking of key performance parameters ↳ Quarterly performance reports pointing to weaknesses in the program structure ↳ Suggestions for concrete measures in each report in order to address identified weaknesses ↳ Review meetings ↳ Input to program development based on real customer behaviour
Results	<ul style="list-style-type: none"> ↳ Cost reduction through avoidance of undesirable developments ↳ Best practice performance measurement rather than half-hearted self-audit

CRM integration	
Content	<ul style="list-style-type: none"> ↳ Definition of strategic CRM framework ↳ CRM as corporate philosophy ↳ Definition of the role of the Loyalty Program within CRM ↳ Customer segmentation, including beyond the Loyalty Program ↳ Development of CRM activities/campaigns across different communication channels for specific target groups
Results	<ul style="list-style-type: none"> ↳ Hands-on activities delivering direct results in form of increased revenues ↳ Pragmatic approach to CRM

Financial set-up	
Content	<ul style="list-style-type: none"> ↳ Definition of Loyalty Program unit as a separate cost centre ↳ Choice of loyalty currency ↳ Pricing of points for accrual and redemption for different partner categories ↳ Management of liabilities ↳ Allocation of award capacity ↳ Organisational set-up ↳ Advantages and possible distortions and what to do about them
Results	<ul style="list-style-type: none"> ↳ Set-up of accounting procedures according to IFRIC 13 standards ↳ Basis to develop profitable Loyalty Program operation ↳ Availability of award capacity

Fraud prevention	
Content	<ul style="list-style-type: none"> ↳ Definition of different internal and external fraud types ↳ Definition of preventing measures ↳ Recommendations for changes within working processes, T&C etc. ↳ Definition of fraud triggers and tracking mechanism ↳ Behaviour in the face of fraud cases ↳ Definition of management processes and responsibilities ↳ Input from other Loyalty Programs
Results	<ul style="list-style-type: none"> ↳ Set-up of fraud system/audit of current practices ↳ Cost reduction through avoidance of fraud cases

Outsourced partnership management	
Content	<ul style="list-style-type: none"> ↳ Definition of potential non-air partners ↳ Initiation of contacts with partners ↳ Set-up of partnerships (contracts, financial aspects, IT coordination) ↳ Ongoing management of partnerships (performance measurement, development of promotions)
Results	<ul style="list-style-type: none"> ↳ Development of revenues through partnerships ↳ Added value for program members thanks to active partnerships ↳ Cost reduction and quality improvement thanks to outsourcing

Moderation of loyalty program forums	
Content	<ul style="list-style-type: none"> ↳ Monitoring of loyalty program forums ↳ Replying on behalf of a program operator and/or addressing at the operator for issues requiring its participation (specific questions, complaints) ↳ Monthly reporting about activities per forum
Results	<ul style="list-style-type: none"> ↳ Timely presence in important channel of customer communication ↳ Enhanced perception of program with increased loyalty/engagement of members

Supplier selection	
Content	<ul style="list-style-type: none"> ↳ Definition of requirements ↳ Request for proposal (RFP) with relevant suppliers for IT or outsourcing solutions ↳ Development of a scoring model ↳ Preselection of suppliers ↳ Moderation of presentations by suppliers ↳ Assistance with negotiations and final decision
Results	<ul style="list-style-type: none"> ↳ Selection of most appropriate supplier at best available conditions ↳ Cost and quality gains thanks to our standing towards suppliers

Coaching courses for loyalty program staff/employees	
Content	<ul style="list-style-type: none"> ↳ In-house training ↳ Highly individualised approach by offering a choice of 16 different half- and one-day modules ↳ Only experienced trainers ↳ Offered in English, French, German, Spanish and Russian
Results	<ul style="list-style-type: none"> ↳ Quick familiarisation with relevant tasks and challenges ↳ Most efficient training possibility available