



Project Examples

Strategy workshop	
Content	Preparation and moderation of management workshop aiming at defining a strategy for a specific topic, e.g. overall program strategy, new reward concept, new developments; summary of workshop with definition of next steps and responsibilities
Results	Well-founded cross-functional decision about strategically important questions; input from best global practices
Scope	2-3 mandays

First-time program set-up	
Content	Set-up of best practice program structure by adapting all parameters to a well-defined strategy and the particular environment of an airline; input from best global practices; management and implementation aspects, incl. financial framework; creation of ancillary revenues
Results	Introduction of an FFP with a maximum loyalty and revenue effect
Scope	20-25 mandays

Program redesign	
Content	Review of program strategy; review of program performance; review of program competitiveness based on benchmark input; financial aspects such as IFRIC 13 accounting standards; transformation of program structure and management into best practice
Results	Enhancement of program performance through adaptation of program structure to reflect revised strategies and competitive situation; increase of revenue and loyalty effect
Scope	8-15 mandays

Performance measurement	
Content	Definition of performance parameters/KPIs; monthly tracking of key performance parameters; quarterly or bi-annual performance reports pointing to weaknesses in the program structure; review meetings; input to program development based on real customer behaviour
Results	Cost reduction through avoidance of undesirable developments; best practice performance measurement rather than half-hearted self-audit
Scope	3 mandays for one-time set-up; ongoing 4-8 mandays/year

Financial set-up	
Content	Definition of loyalty program unit as a separate cost centre; pricing of points for accrual and redemption; management of liabilities; allocation of award capacity; organisational set-up; advantages and possible distortions and what to do about them
Results	Set-up of accounting procedures according to IFRIC 13 standards; basis to develop profitable loyalty program operation; availability of award capacity
Scope	4-6 mandays

Fraud prevention	
Content	Definition of different internal and external fraud types; definition of preventing measures; definition of fraud triggers; behaviour in the face of fraud cases; definition of management processes and responsibilities; input from other airlines
Results	Set-up of fraud system/audit of current practices; cost reduction through avoidance of fraud cases
Scope	7-9 mandays

Benchmark studies	
Content	Individualised benchmark studies across all program elements and aspects and possibility to include as many of all some 200 FFPs as desired; definition of strengths and weaknesses of own program compared to best practices
Results	Enhancement of program performance through competitive input to program developments
Scope	Starting at 5 mandays

Market observation	
Content	Monthly newsletter covering news and developments at individually selected FFPs, including promotional offers
Results	Regular and reliable market update; valuable ongoing competitive input to program developments
Scope	6-12 mandays/year

Moderation of loyalty program forums	
Content	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	Timely presence in important channel of customer communication; enhanced perception of program with increased loyalty/engagement of members
Scope	2-4 mandays/quarter

Supplier selection	
Content	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	Selection of most appropriate supplier at best available conditions; cost and quality gains thanks to our standing towards suppliers
Scope	4 mandays

Coaching courses for loyalty program staff/employees	
Content	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	Quick familiarisation with relevant tasks and challenges; most efficient training possibility available
Scope	2-3 mandays

Indications regarding the project scope are to be understood as typical values, but may vary in accordance with exact project contents etc. This is a non-contractual document.