



## Project Examples

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

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

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

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

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

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

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

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

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

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

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

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

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

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