Project Examples

Feasibility study

Content & Approach	➥ 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	➥ Clear understanding of the current and potential situation, allowing to compare and to make a strategic decision about the Loyalty Program of the company

First-time program set-up

Content & Approach	➥ Set-up of **best practice program structure** by adapting all parameters to a well-defined strategy and the particular environment of a program operator ➥ Definition of **operational aspects**, including financial framework, communication and CRM, performance measurement ➥ **Management** and **implementation** aspects ➥ Creation of **ancillary revenues** ➥ Input from global **best practices**
Results	➥ Introduction of a Loyalty Program with a maximum loyalty and revenue impact

Strategy workshop

Content & Approach	➥ Preparation and moderation of a management workshop aiming at defining a strategy for a specific topic, e.g.:
	  ➥ Overall **program strategy**
	  ➥ New **reward concept**
	  ➥ New **developments**
	  ➥ **CRM activities**
	  ➥ **Engagement** strategies
	➥ 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 ➥ Suggested 2-3-year plan of activities

Program redesign	

Content & Approach	➥ *Review* and *elaboration* of various aspects according to your needs, such as:
	  ➥ Program *strategy*
	  ➥ Program *performance*
	  ➥ Program *attractiveness* and *competitiveness* based on benchmark input
	  ➥ *CRM strategy*
	  ➥ *Financial aspects* such as IFRS 15 accounting standards
	  ➥ Choice of *loyalty currency*
	➥ *Evolution* 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, engagement and loyalty effect

Performance measurement	
Content & Approach	➥ 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	➥ Cost reduction through avoidance of undesirable developments ➥ Best practice performance measurement rather than half-hearted self-audit

Financial set-up	
Content & Approach	➥ 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	➥ Set-up of accounting procedures according to IFRS 15 standards ➥ Basis to develop profitable Loyalty Program operation ➥ Availability of award capacity

CRM integration	
Content & Approach	➥ 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	➥ Hands-on activities delivering direct results in form of increased revenues ➥ Pragmatic approach to CRM

Benchmark studies	
Content & Approach	➥ 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	➥ Enhancement of program performance through competitive input to program developments

Market observation	

Content & Approach	➥ Monthly newsletter covering news and developments at individually selected FFPs and Loyalty Programs in the following areas:
	  ➥ Structure of points **accrual/redemption**
	  ➥ **Partner** network
	  ➥ **Terms & conditions**
	  ➥ **Elite** program
	  ➥ Customer **service**
	➥ Option to include **promotional offers** and worldwide best practices

Results	➥ Regular and reliable market update ➥ Valuable ongoing competitive input to program developments

Fraud prevention	
Content & Approach	➥ 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	➥ Set-up of fraud system/audit of current practices ➥ Cost reduction through avoidance of fraud cases

Supplier selection	
Content & Approach	➥ 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

Outsourced partnership management	
Content & Approach	➥ 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	➥ 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 & Approach	➥ *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

Coaching courses for loyalty program staff/employees	
Content & Approach	➥ Highly *individualised approach* by offering a choice of 16 different half- and one-day modules: • Managing your FFP • Customer segmentation and revenue increase strategy • FFP program structure • Financial set-up and accounting practice • FFPs as a profit centre • Partnership management • Customer communication • FFPs – an overview for Senior Executives • KPIs of an FFP and their improvement • Brand loyalty • FFP fraud prevention • FFPs and CRM • Satisfaction to your best customers • Meeting FFP customers' needs • Selecting suppliers and outsource partners • Corporate loyalty programs ➥ *In-house training* by experienced trainers offered in English, French, German, Spanish and Russian
Results	➥ Quick familiarisation with relevant tasks and challenges ➥ Most efficient training possibility available