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