



CASE STUDY: LOYALTY

Loyalty programs continue to evolve across the travel industry, and carriers are looking for solutions that give them the flexibility to offer more options and rewards to their customers.

Established in 2011, AirAsia's popular loyalty program had outgrown its existing system capabilities. The third-party solution required a great deal of oversight and many manual processes that took up much of AirAsia's staff time. In addition, the loyalty platform couldn't meet AirAsia's unique business needs and was unable to keep pace with how loyalty programs were evolving across the travel industry.

Challenge

AirAsia asked Navitaire to help it streamline operations and regain control of its loyalty program. AirAsia had big aspirations and wanted a collaborative and cooperative partnership to help align its loyalty program with its broader strategic direction and product roadmap.

The new loyalty solution requirements included:

- A shared marketplace to attract local and regional business partners and a way to transfer or sell points between partners
- Connections to virtually any business partner, including non-traditional retail vendors
- Streamlined, scalable operations focused on "digital first" and retailing
- Automated or batch processes that eliminated manual handling
- Customizable and scalable APIs and an omni-channel experience
- Cohesive integration with New Skies®
- Immediate accruals and redemption options
- Awards for products and services within and outside the AirAsia portfolio, such as hotels, retail, e-commerce, lifestyle and other complementary travel products, as well as AirAsia's non-flight services such as preferred seats, 24-hour priority booking and more
- Interfaces facilitating shared credentials between loyalty program and carrier system

"Navitaire Loyalty solutions play a huge role in helping us connect to members at the moments that matter most, enabling us to ensure that everyone enjoys an easier, faster, better experience as they go further towards the destinations of their dreams."

Sereen Teoh

Acting Chief Executive Officer
AirAsia BIG



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How Navitaire Helped

Over the following 12 months, Navitaire worked closely with AirAsia and the newly formed AirAsia BIG Loyalty team to deliver a solution that met their criteria.

In addition to meeting the requirements outlined above, Navitaire also delivered:

- The creation of the loyalty points “bank” which made it much easier for AirAsia to manage and monitor the sales of loyalty points to member partners
- An automated reconciliation process for smaller businesses that appealed to a more localized market
- A new process which generated new and incremental revenue without the cost of custom APIs and administrative oversight

Results

The new AirAsia BIG Loyalty program received the Best Use of Technology Award at the 10th Annual Loyalty Conference and Awards. It also took home a gold for Best Loyalty Programme – Travel/Hospitality at Loyalty & Engagement Awards 2018.*

At the award ceremony, AirAsia BIG Loyalty Acting Chief Executive Officer, Screen Teoh, cited the Navitaire Loyalty system’s pivotal role in enabling the carrier to reach this milestone.

Today, more than 25 million AirAsia BIG Loyalty members can earn AirAsia BIG Points on AirAsia flights to over 130 destinations across Asia, Australia and New Zealand and the Middle East, through participating hotels as well as retail, e-commerce, travel and lifestyle partners within the region. The loyalty program makes all seats redeemable by utilizing AirAsia BIG Points, as well as 24-hour priority booking for selected AirAsia sales.

AirAsia BIG loyalty program

- 25+ million members
- 130+ destinations
- 300+ partners
- Best Use of Technology Award
- Best Loyalty Programme Award
- Best in eCommerce – P2P Award
- Best in eCommerce (eRetailer) – Lifestyle & Travel Award
- Excellence in Marketing Innovation Award (bronze)

*Retrieved 21 January 2019 from <https://newsroom.airasia.com/news/airasia-big-launches-big-xchange-the-worlds-first-airline-points-exchange-platform>