

# Loyalty is Big Business



NAVITAIRE LOYALTY



## Loyalty Drives Revenue

Turning one-time purchasers into lifetime customers isn't an easy task; and that task is made even more difficult with hyper-price-sensitive travelers.

Loyalty programs power airlines with proven strategies for driving incremental sales from customers, as well as generating new revenue through complementary partnerships.

The Navitaire loyalty program, Navitaire Loyalty lets you create and manage customized rewards based on your business rules, implement VIP clubs, and create a partner ecosystem that keeps customers returning time and again.

## More Than Points

With Navitaire Loyalty you can reach new customers and engage with existing ones in a personal, meaningful way. Its flexible framework gives you the freedom to create innovative programs that provide unique and valuable benefits to travelers – not just award and redeem points. With Navitaire Loyalty, you can create a program that offers:

- Free or discounted travel
- Special fares
- Promotional offers
- Recognition and other perks
- Ancillary products and services rewards
- Partner products and points exchange

**navitaire**  
an **AMADEUS** company

**9\***  
airlines

**110M+**  
loyalty members served

**600+**  
accrual partners

**11B+**  
points redeemed

**15B+**  
flight points/miles accrued

**14B+**  
partner points/miles accrued

**1**  
solution

\*2 new implementations planned

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Navitaire Loyalty offers a rich set of features and options that enable you to create, customize, and administer your programs. Far more than just earning and redeeming points, Navitaire Loyalty also offers integrated program partnerships, permitting airlines to potentially pursue more revenue and/or marketing opportunities through their business partners.

#### Generate Revenue

- Complementary business partnerships
- Discount clubs and elite status

#### Variable Rewards

- Entry to elite level recognition
- Private access discounts
- Incentives

#### Reduce Costs

- Reduced cost of acquisition and ownership of the loyalty program (integration with New Skies®)

#### New Skies Integration

- Rapid implementations due to tightly coupled New Skies connections
- 360-degree customer profile
- Automated award travel redemption via the web, SkySpeed call center and Digital API

#### Your Trusted Partner

Navitaire's Loyalty team shares your passion. You can count on us to stay informed on the latest industry research and trends to help you develop – or refine – your loyalty offering.

\*Retrieved 1 July 2019 from <https://newsroom.airasia.com/news/airasia-big-launches-big-xchange-the-worlds-first-airline-points-exchange-platform>

**Speed your time to market** with the only loyalty program fully integrated with New Skies

Open architecture to **integrate suppliers and partners** that drive revenue

**Real-time processing** of rewards and redemptions

**Full API suite** and support

#### AirAsia BIG Wins Big with Navitaire Loyalty

Powered by Navitaire Loyalty, AirAsia BIG Loyalty was awarded 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.\*

“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.”

– Acting Chief Executive Officer,  
Sreen Teoh, *AirAsia BIG Loyalty*

#### Learn More

View the AirAsia BIG case study for more information