



# FrequentLine

Loyalty solutions for your airline

## FrequentLine creates value

- > **Unified view of your customer**
- > **Quick and easy adjustment of your program rules**
- > **Strong fraud prevention mechanisms for accrual, redemption, and billing**
- > **Open multilayer architecture for easy integration with other systems**
- > **Comprehensive campaign management to strengthen customer loyalty**

The success of your airline is measured essentially in terms of customer satisfaction and loyalty. Contented customers look forward to the next flight with 'their' airline. The challenges of strong competition in the aviation industry make it more and more important to address customers' concerns and convince them that their decision in favor of a particular airline is right.

Besides passengers, companies also have an impact on the decision as to which airline is selected. Companies thoroughly evaluate the benefits of a business relationship with an airline. Travel managers are therefore responsible for identifying the airlines that best serve their employees.

FrequentLine is a flexible and modular customer loyalty solution for airlines, supporting both private and corporate programs. In addition, a strong backbone of CRM functionalities guarantees that your members remain in focus and are addressed according to their preferences and interests.

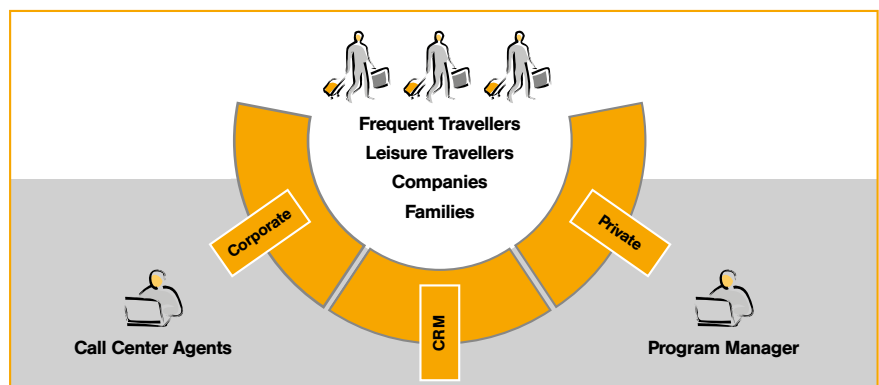
This scalable solution can be used as a single application or as a package encom-

passing all the relevant needs of an airline with respect to customer loyalty.

FrequentLine supports you in all relevant areas of customer loyalty:

- FrequentLine/Private to cover the needs of individual customers
- FrequentLine/Corporate to meet the requirements of corporate customers
- FrequentLine/CRM to approach customers individually

The crucial advantage of using FrequentLine as a package is its added value. It analyzes private customer data and enriches them with corporate customer and CRM data. In this way, you can identify your most valuable customers and business partners.



*FrequentLine: Approach all of your customers individually*

## Features and functions

### ■ Program Management

Set up multiple loyalty programs for individual travelers, companies, and families within one application. Define business rules for each of the programs individually.

### ■ Customer Data Management

Manage all your important customer information in one database. No matter whether your customer participates in your frequent flyer, corporate or family program or in no program at all. Benefit from one unified view of your customer data.

### ■ Contact Management

Differentiate your mailings based on customer groups and select from a variety of communication channels. Ensure that you address your customers in a way most suited to them and with information relevant to them.

### ■ Campaign Management

A powerful promotion engine enables you to react quickly to market changes and to increase your revenue. You can provide tailored, multi-partner promotions to target groups and verify the success of your promotions.

### ■ Accrual and Redemption Management

Manage your accrual and redemption rules online any time yourself. Changes can take effect immediately. Accrual and redemption rules can be defined individually for partners, activities, and customer groups.

### ■ Partner Management

Integrate new partners easily into your loyalty programs. Generate billing information based on individual billing rules

for each partner. Verify incoming invoices from partners.

### ■ Reporting

Select from a variety of predefined and customized reports. Use reporting for campaign management and data analysis.

### ■ Integration

Integrate FrequentLine into your system environment and with your partners by using the many interfaces provided. Using mapping mechanisms, FrequentLine interfaces can be adapted to existing interfaces.

### ■ User Interfaces

Customers, call center agents, program managers, and partners can access FrequentLine using all web-based graphical user interfaces. No client installation is needed.

## Benefits

### ■ Service improvement

#### and long-lasting customer relations

Consolidated customer information provides you with a more comprehensive understanding of your customers' needs and preferences. Combined with FrequentLine's powerful campaign and communication functionality, you can address your customers individually based on their interests and behavior, thus creating a more personal customer experience.

### ■ Quick reaction to market changes

Early implementation of market trends will guarantee that you stay ahead of your competitors. With the powerful FrequentLine rule engine, costly and time-consuming programming skills are no longer required.

Changes to your program rules can be made via FrequentLine's web interface.

### ■ Rapidly build relationships with partners

Various interfaces allow the easy integration of air and non-air partners. Well-designed rules for co-operation with partners or other loyalty programs will increase the attractiveness of your program. The challenge is to stay in control: FrequentLine's partner and billing module provides a transparent account of all accruals and redemptions, and thus creates direct revenue from business partners.

### Approach your most valuable customers individually

Today it is important to provide a more individual customer experience to retain or increase your customer's loyalty. In order to distinguish yourself from other traditional loyalty programs you need to provide added value for your customers besides earning and burning miles.

Differentiate your customers on a more detailed level rather than on tier levels.

Tailor your program rules, promotions, and communication on a highly sophisticated and more customer-oriented level. Imagine what else you can do once you have broken the barrier of your loyalty customer database and consolidate all customer-related information in one place.

Benefit from our long-term experience and the possibilities offered by FrequentLine.