COMARCH CRM&MARKETING

WE GO THE
EXTRA SMILE.

brussels airlines

**IMPLEMENTATION OF
COMARCH LOYALTY
MANAGEMENT FOR**

brussels
airlines

ABOUT BRUSSELS AIRLINES

Brussels Airlines is the national airline of Belgium and is a member of the Lufthansa Group and Star Alliance, offering the widest choice of flights to 97 destinations from the capital of Europe. With a fleet of 50 aircrafts and a team of 3500 individuals, Brussels Airlines transported 7.7 million passengers and generated 1.2 billion EUR in revenue in 2015.

CHALLENGE

Within the strategic turnaround of Brussels Airlines, the carrier was looking to strengthen their loyalty proposition and complement Miles&More, their existing frequent flyer program with a new loyalty program focused on a different target group. Brussels Airlines expected an offer meeting the following criteria:

- A system that is able to power the airline's loyalty proposition for both frequent and non-frequent flyers.

- Revenue based point accrual – points for purchasing tickets and other onboard services, co-branded credit card usage and transactions from partners.

- Activity based point expiration – points won't expire as long as a member flies once every 12 months.

- Automatic retro claims with promotion reprocessing in integration with the Brussels Airlines' system.

- No blackout dates – earned points are redeemable on any commercially available flight.

- Family pooling proposition – to make the program more relevant for non-frequent travelers.

- Redemption unlocking rules – members being eligible to start redeeming points under the fulfilment of a specific condition.

- Redemption and accrual are made not only on the fare, but also on the transportation charges.

> "
> Comarch presented the best solution from day one, not only in terms of their product but also thanks to their agile structure. Their professionals always look for the most efficient way to answer our needs. One year after the launch of LOOP, the results are way above expectations!"

Gemma Muñoz
Loyalty Manager, Brussels Airlines

SOLUTION

Brussels Airlines has chosen Comarch Loyalty Management Travel Edition to power the launch of its second-tier loyalty program. The following modules have been implemented:

Business Administration – core module, provides all the administrative functions needed for program and system configuration as well as operational maintenance. Dedicated to system administrators and business users.

Member Portal – a web portal dedicated to program members. The portal is based on the CMS framework that enables fast and easy customization, both in terms of the content and the look and feel.

Contact Center – designed to streamline CRM activities, to manage customer accounts and communications with program members. Dedicated to call/contact center agents.

Data Hub – a tool responsible for streamlining the file exchange process. It allows users to quickly and easily integrate new partners, reducing time and costs of new integrations.

Comarch Smart Analytics – robust reporting and analytics product enabling to track end-to-end loyalty program performance.
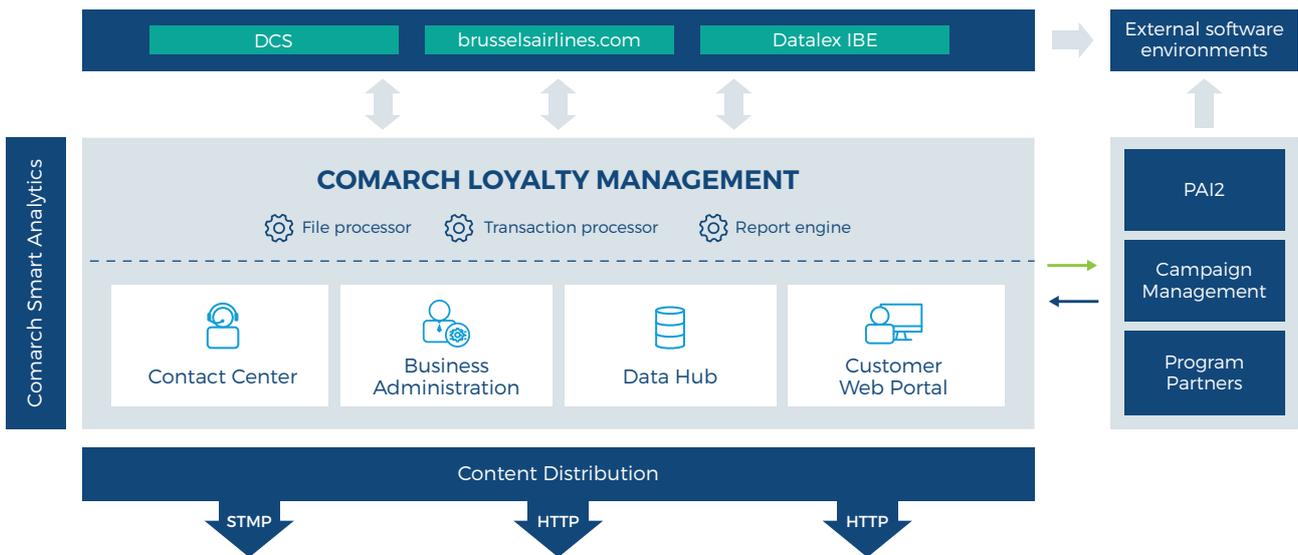
ADVANTAGES OF IMPLEMENTING THE PLATFORM

- Scalable and robust system architecture that enables further growth of the LOOP program.

- Advanced tools for managing program accrual rules.

- End-to-end partner management capability to expand the program partners` network.

- Engaging member portal providing attractive educational content about the program.

- LOOP loyalty proposition has been embedded and integrated in to all e-commerce channels of Brussels Airlines.

- Robust interfaces for integration with airline systems for the purpose of redemption, accrual, retro-claim validation and profile synchronization.
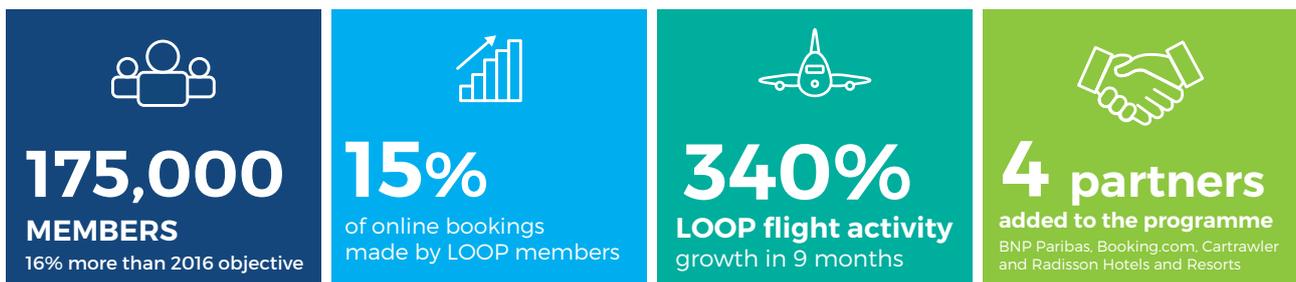
BUSINESS RESULTS

- Brussels Airlines has launched the loyalty proposition complementing Miles&More within 9 months of the project kick-off.

- Brussels Airlines added a new tool to build relationships with customers, for whom Miles&More was not the most relevant loyalty proposition.

- Brussels Airlines created a business proposition that helped maintaining a high competitive advantage against expanding low cost airlines at Brussels Airport.

- Brussels Airlines' new loyalty program rewards customers with an award flight faster. With LOOP, members get tangible value based on their spend.

The program introduced the following capabilities:

- Reward customers based on their spend on services and flights operated by Brussels Airlines.

- Reward customers for car rental and hotel stays.

- No expiration of LOOPs as long as the member remains active in the program, that is, the member flies at least once every twelve months.

- Possibility to pool LOOPs together with up to 5 people sharing the same address.

- Possibility to redeem LOOPs at any time on any Brussels Airlines operated flight. LOOPs can be redeemed on any Check&Go, Light&Relax, Flex&Fast or Bizz&Class ticket.

- Possibility to use LOOPs to cover the fare and the transportation charges.

- Mixed payments allow LOOP members to use both LOOPs and cash to pay for a ticket on any European Brussels Airlines flight.

> "Powerful products supported by an impressively reliable service. With their solutions and attitude, Comarch has proven to be our strongest ally in the successful challenge of creating a new type of loyalty programme - one for infrequent travellers."

Alessandro Alfano
Loyalty Operations Manager

KEY RESULTS IN FIGURES

175,000
MEMBERS
16% more than 2016 objective

15%
of online bookings made by LOOP members

340%
LOOP flight activity growth in 9 months

4 partners
added to the programme
BNP Paribas, Booking.com, Cartrawler and Radisson Hotels and Resorts

ABOUT COMARCH

Comarch has over twenty years of experience in designing, implementing and integrating state-of-the art IT solutions. The most important aspect offered to the largest enterprises is a comprehensive suite of IT solutions and professional services, which can help to build and manage loyalty programs, create rich consumer experiences and personalized interactions across multiple touch points, automate marketing processes and, finally, boost profits. Our software supports the entire loyalty value chain. Comarch has multi-industry experience, gained through work with over eighty clients, including FMCG companies, telecoms, financial institutions, travel companies and many more, such as JetBlue Airways, London Heathrow Airport and BP. The offer also includes big data analytics and innovative customer engagement systems based on gamification, which increase profits and strengthen relationships between customers, partners and the brand.

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