COMARCH
LOYALTY MANAGEMENT
TRAVEL EDITION AT
JETBLUE AIRWAYS

jetBlue
AIRWAYS®

JETBLUE AIRWAYS

JetBlue Airways is an American airline founded in 1998 and headquartered in New York. The carrier has features of both a legacy and a low-cost airline. Its main base is JFK Airport in New York, where the airline possesses its own Terminal 5. JetBlue operates non-stop flights between American and Caribbean airports. The fleet consists of modern Airbus 320 and Embraer 190 airplanes comprising a total number of 215 aircraft. Every seat provides passengers with access to TV and radio channels, available via a satellite connection.

+9,3% operating revenues FY15/FY14

+10,3% traffic growth YoY 2015

+20% capacity growth Feb 2016

+135 new aircraft ordered

BUSINESS CHALLENGES

The JetBlue Airways launched the TrueBlue customer appreciation program in 2002. Passengers were granted a set amount of points for each type of trip: short, medium or long-haul. Double points were awarded for flights booked online. For every 100 points earned, a program member earned a roundtrip flight if redemption seats for a requested flight remained available. The airline revamped its loyalty scheme in 2009 and began to grant clients three points for every dollar spent towards a flight, excluding taxes and fees. Online booking is promoted with additional points and every seat on every flight is available for redemption. The amount of points required for redemption depends on the fare of the requested flight in USD. In 2013 the expiration of points was removed.

THE CARRIER WAS LOOKING FOR AN IT SYSTEM TO SUPPORT THE FOLLOWING FUNCTIONALITIES:

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 either flies or uses their co-branded AmEx card over a 12 month period of time

Redemptions for any available seat - any seat that is available for regular purchase can also be purchased using TrueBlue points, "No blackout dates"

Automatic retro claims with promotion reprocessing

THE SOLUTION

JetBlue Airways chose the Comarch Loyalty Management Travel Edition system to power the re-launch of its loyalty program. The following modules have been implemented:

Business Administration – gives the loyalty program manager an endless number of accrual and redemption options
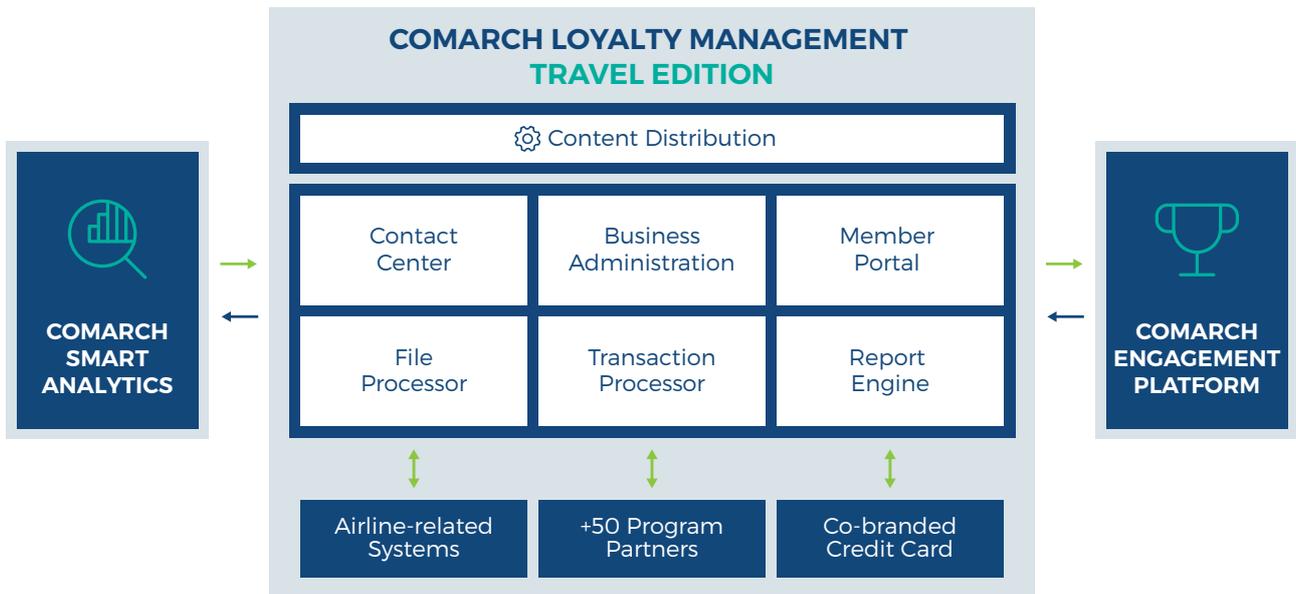
Contact Center – allows for multiple channel communication with a loyalty program member

Smart Analytics – to better understand the program and improve the performance

Member Portal – customer portal to keep members involved

COMARCH LOYALTY MANAGEMENT TRAVEL EDITION

Content Distribution

Contact Center	Business Administration	Member Portal
File Processor	Transaction Processor	Report Engine

COMARCH SMART ANALYTICS

COMARCH ENGAGEMENT PLATFORM

| Airline-related Systems | +50 Program Partners | Co-branded Credit Card |

BENEFITS

- Scalable architecture of the system
- Advanced management of accrual rules
- Online enrollment
- Smooth management of a multi-partner environment
- Complex hosting services
- 24/7 support
- Enriched Contact Center functionalities
- Fraud protection mechanisms
- Report generation and coordination

BUSINESS RESULTS

JetBlue has successfully re-launched a full-scope customer appreciation program, characterized by the following main features:

- Simultaneous replacement of the Loyalty, Revenue Accounting, and Internet Booking Engine
- Integration with external IT suppliers
- Integration with a co-branded credit card (Barclays Bank, Banco Populare and Santander)
- Integration with more than 50 diversified partners

KEY FACTS & FIGURES

OVER **8 million** ACCOUNTS

TrueBlue Mosaic
- PROGRAM'S ELITE TIERS

TRUEBLUE BADGES POWERED BY **Comarch Customer Engagement**

Revenue based points accrual and family pooling

OVER **70 million** TRANSACTIONS

INTEGRATION WITH **+50** PARTNERS

PROGRAM ANALYSIS EMPOWERED BY **Comarch Smart Analytics**

Points DO NOT EXPIRE

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We have found Comarch to be a great partner both from a development perspective and a strategic direction perspective. Their ability to ramp up and resource projects and initiatives has been very impressive.
We have never had any regrets in choosing Comarch and we look forward to a long and innovative relationship.

JetBlue

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, 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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