

Expanding the Rewards Offerings of the Frequent Flyer Program for a Top-Three US Airline

CHALLENGE: New product offer, redeem for discounts at virtually no client cost.

SOLUTION: Provided alternative reward with low liability to match value of free tickets for miles.



Rewards differentiation and lower liability costs

CHALLENGE: With minimal liability, offer set at 250 bps – well above credit card standard.

SOLUTION: Provided differentiation from airline competitors, as well as credit card competitors.

CHALLENGE: Supplemented new offer with attainable rewards.

SOLUTION: Provided high customer satisfaction to offset negative airline ticket redemption experience.

CHALLENGE: Leverage platform segmentation and analytics capabilities to support testing agenda.

SOLUTION: Varied offer based on customer profitability and enable testing.