



# COMARCH LOYALTY MANAGEMENT FOR AIRLINES 4.0

For over three decades Frequent Flyer Programs have been an inseparable part of airline industry image. Millions of travel enthusiasts gather miles or points and gain joy from their redemption for awards. Comarch Loyalty Management for Airlines 4.0 is a new generation system that supports FFPS. This modular application enables the smooth management of all kinds of loyalty programs and for any type of airline; be it legacy, regional, low cost or hybrid carrier. The product is offered as both an enterprise-class solution and in Software as a Service mode, thus meeting every business and commercial requirement of airline clients.

## SYSTEM OVERVIEW

This modular application enables the accrual of loyalty points and their redemption for awards, nevertheless of the number of program partners. The scalable architecture of the system is able to match the growth of an airline's sales and its subscriptions of new loyalty program members. A set of interfaces complying with the enterprise architecture enhances its smooth integration with an airline's software environment. Its modular structure and extended parameterization mechanism facilities customization and development of dedicated solutions.

In addition, CRM tools support the effective management of communication with customers. Security mechanisms ensure the safety of the stored data (e.g. balances, customer data etc.) and data sent between partners in various locations. Advanced system algorithms provide airline companies with fraud protection capabilities in case of misuse of the loyalty program. Multi partner programs can benefit from Comarch's experience across various markets including retail and finance, among others. Vast experience and product adaptability make Comarch Loyalty Management for Airlines 4.0 a perfect multi-program solution.

### FLEXIBILITY

The scalable architecture of Comarch Loyalty Management for Airlines 4.0 enables continuous expansion of the loyalty program along with an airline's growth, including introduction of new program partners and system functionalities. Due to its modular structure and a wide range of parameter options, the application can be designed to meet the precise business requirements of an airline.

### ADAPTABILITY

The application can be easily implemented for any airline, be it a legacy, regional, low cost or hybrid carrier. Multipartner programs can benefit from Comarch's experience across various markets, including retail and finance among others. Comarch's vast experience and the program adaptability make Comarch Loyalty Management for Airlines 4.0 a perfect multi-program solution.

### COMPATIBILITY

The platform applies state-of-the-art technologies enabling integration with many other external systems which operate alongside Comarch Loyalty Management for Airlines 4.0 such as:

- Reservation systems
- Departure control systems
- Internet booking engines
- Revenue accounting systems
- PNR databases

## SYSTEM COMPONENTS

The **Business Administration** component involves straightforward tools for the management and administration of a FFP. Available through a user-friendly web interface, it allows for the flexible definition of business rules in terms of: tenders (points, miles), accrual, redemption, promotion and elite tiers. In addition, the Business Administration offers generation of rudimentary reports, without the necessity of employing a business intelligence software.

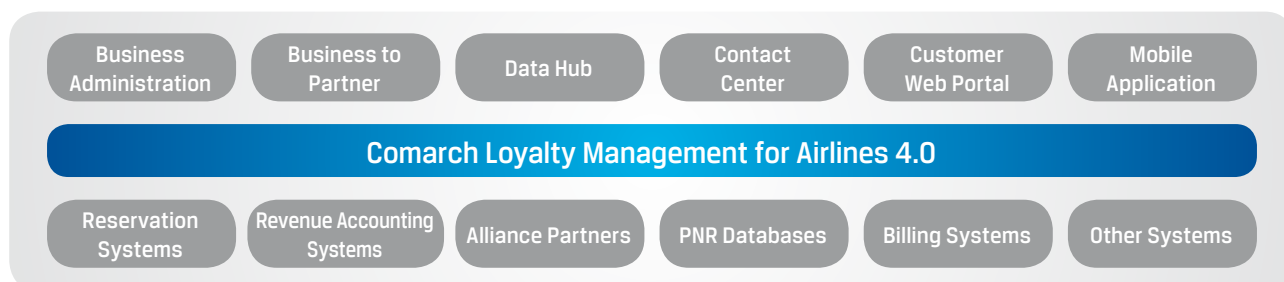
The **Business to Partner** module has been designed in order to meet the needs of the program's multi-partner environment and to provide both airline and non-airline program partners with relevant data and tools for program parameterization through a B2P portal. In addition, the module delivers advanced reporting features including multi-party clearing and invoicing mechanisms.

The **Data Hub** component assures smooth exchange of data with program partners and other third-party counterparts. This module is especially advantageous to operators of FFPs who exchange bulk of data with external IT environments. The aim of the Data Hub is to ease such data exchange.

Servicing program members by airline employees can be handled by the **Contact Center** module. The component supports both inbound and outbound interactions with all customers with the use of designed operators. It also enables to study the sensitivity passengers to promotions, advertisements or special initiatives. The Internet browser interface enables use of the application from any location via a secure Internet access.

The **Customer Web Portal**, especially designed for FFP members', provides airline clients with online account management, where passengers can check their account balance and history of transactions, order rewards (discounts, tickets, upgrades and others) and view current promotions. In addition, the portal enables options related to interacting between the program operator and program participants including enrolment features, automatic retro-claims and a mileage calculator.

The **Mobile Application** was developed with special attention paid to the informative requirements of program members. It allows viewing account information via a mobile device – smartphone or tablet – and managing it.



## OUR ADVANTAGES

Comarch is a global IT business solutions provider specializing in forging client relationships to maximize customer profitability and optimize operational and business processes. Comarch's primary advantage lies in the extensive domain knowledge accumulated in our software products which we use to deliver and integrate sophisticated business IT solutions. In addition, our broad experience in delivery of systems powering loyalty programs in many industries all over the world makes us a perfect partner for an airline that has decided to launch or modify their frequent flyer program.

## COMARCH TRAVEL CRM AIRLINE SUITE

Comarch Loyalty Management for Airlines 4.0 is a component of Comarch Travel CRM Airline Suite. Our consultants remain available for any enquiries. Visit [www.airlines.comarch.com](http://www.airlines.comarch.com) and learn more about other products from the suite:

- Comarch Contact Center
- Comarch Smart Analytics for Airlines
- Comarch Campaign Management for Airlines
- Comarch Travel Assistant for Airlines

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Comarch Spółka Akcyjna with its registered seat in Kraków at Aleja Jana Pawła II 39A, entered in the National Court Register kept by the District Court for Kraków-Śródmieście in Kraków, the 11th Commercial Division of the National Court Register under no. KRS 000057567. The share capital amounts to 8.051.637,00 zł. The share capital was fully paid. NIP 677-00-65-406

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