

# SUITAIR LOY

INDRA AIRLINES LOYALTY SOLUTION

## A flexible solution for frequent flyer programs

### Challenge

Competition in the airline industry has grown noticeably in recent years. This forces airlines to look for a differentiation, as well as mechanisms to attract and retain customers. Although there are many technological tools to achieve this loyalty, the airline industry has distinguishing business and technological features that make implementation difficult and costly.

Additionally, this is not about awarding passengers with mileage credits or gifts, but understanding their traveling habits and preferences to serve them better; by improving their satisfaction and the company profitability.

### Solution

SUITAIR LOY is a tool capable of managing any program related to the airline loyalty. It has been designed and built by professionals with great experience in passengers loyalty, taking into account all the variables necessary to make the program fit the client's needs.

SUITAIR LOY is a proven solution that covers the most demanding requirements such as those of a network carrier member of the first global alliance. Integrating partners, of accumulation or redemption, is quick and easy thanks to the existing connectors.

### Description

SUITAIR LOY is an easy to use e-business solution that encompasses the whole administration and management of an airline's frequent flyer programme. It provides valuable customer information, helping your customer intelligence processes.

This internet-based system enables management of the frequent flyer subscription through the company's web site, the maintenance of each member's current account and the exchange of the balance for the corresponding rewards.

This application differs from other such systems due in part to its administrative commercial conception, which reflects the liabilities through the points granted to the company and allows for its accounting, as well as allowing for the production of interlineal invoicing through the points granted by associated companies.

From a commercial point of view, SUITAIR LOY helps improve customer loyalty levels by offering programme members comprehensive functionality which includes the issuance of redemption certificates.

SUITAIR LOY is also a pioneer in the incorporation of the corporate accounts concept as program members. In these circumstances, the member companies may appoint their staff and share the miles or points gained in their business travels.

Passengers information and their flight habits, securely stored in the SUITAIR LOY data base, enable the company to determine the passengers' preferences and to perform highly targeted direct marketing activities which also encourage passenger retention and loyalty.

### Benefits

- Electronic system to manage the loyalty program
- Increased knowledge of the customer that allows to adapt the offer and provide a better service
- ROI before the first year due to the system efficiency
- Very flexible and adaptable to the needs of each airline
- Easily integrated to **ARACS MIS**, enabling advanced analysis
- Friendly easy-to-use interface

# SUITAIR LOY KEY FEATURES

## DESCRIPTION SUMMARY

- Connectors to integrate with corporate website, booking tools and new partners (accumulation and redemption)
- Accumulation, depending on many variables, rules and promotions
- At corporate level: dual accumulation (individual and corporate)
- Complete control of categories and cards issuing
- Connector for purchase of miles / mileage
- Possibility to accumulate miles / mileage levels and expiration
- Bonus feature (high, web shopping, birthdays, promotions, etc.)
- Integral management: multi-channel customer relationship
- Handling of personal, demographic, and professional data
- Identification of Corporate Partners
- Adhered member administration (Relatives)
- Extensive segmentation possibilities and Fraud Control
- Unlimited categories and management in accordance with rules
- Shipping Control Card
- Accumulation by origin / destination (city, country and region), class, flight number or day of week, group membership, special promotions, etc.
- Accumulation by transfer between associated companies / partners
- Accrual for corporate clients and partners
- Redemption exchange in flights or miscellaneous gifts
- Cash & miles: partial redemption using points and money
- Gift exchange, transfer to partners and upgrade
- Expiration dates (according to the airline rules and regulations)
- Classification on accumulation, redemption and promotions
- Import from check-in system and partners movements (including non-air)
- Export movements to associated companies
- Connection to partners on-line via web services
- Management of extracts, reversal or cancellation of movements
- Flexible rules to configurate predefined mailings with partners
- Interface with suppliers of programme service (design, production, shipping)
- Contact Center Module to manage and track incidents requests (with access to various reports and queries to support partners statistics)
- Accounting:
  - Flexibility in the allocation of accounts according to account activity
  - Classification of Miles conversion to currency
  - Export of accounting movements
  - Interline movements
- Benefits to external users:
  - Integration and safe access from the company web site
  - Ability to display general information as well as awards and accumulation of miles
- Simulation of accumulation and redemption

### Some ARACS / INDRA clients



Please if you need further details or even a DEMO, do not hesitate to contact us at [www.indracompany.com/airlines](http://www.indracompany.com/airlines)



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