

A Comprehensive Solution To
Help Airlines Build And Maintain
Customer Loyalty

Frequent Flyer Management

Keep Your Customers Coming Back For More

Airlines must consistently drive customers' preference in order to build brand loyalty. All things being equal, why would a customer fly your airline versus another? Often it is due to your frequent flyer program and its associated benefits.

While new customer acquisition is important, retaining them is often more critical. Your airline needs a robust and well-managed frequent flyer management program. One that will help you attract new customers, identify and reward your most loyal customers and drive more revenue.

Move Forward With Confidence

Our unique and robust solution incorporates 20 years of experience in developing and managing frequent flyer management programs. It helps you develop, manage and broaden your competitive advantage through data collection and management of customer information. It's designed to grow as your frequent flyer management program evolves, allowing you to address your needs today and tomorrow.

Our frequent flyer management solution provides your airline with a comprehensive set of tools that help you increase productivity through automation, recognize your most valuable customers and reward them accordingly. It also helps you generate incremental revenue by providing a way to sell your loyalty currency through strategic partnerships.

Frequent flyer management works in conjunction with other *SabreSonic® Customer Sales & Service* solutions such as *SabreSonic® Res* and *SabreSonic® Web*. Together, they enable you to offer a complete and hassle-free experience to your airline's frequent flyer members. This includes membership enrollment, profile synchronization and award redemption processes.

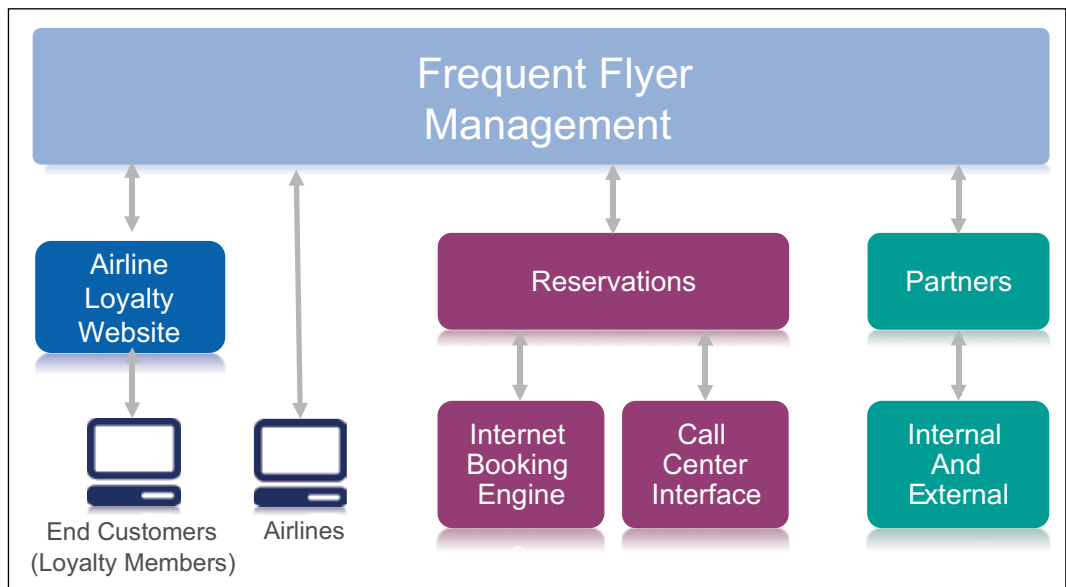
Benefits

Increases Revenue

A successful frequent flyer management program can lead to a significant increase in revenues. This solution helps identify your most loyal and valuable customers through the tier qualification process. The comprehensive benefits provided to your top tier members make them less sensitive to price, choosing your offerings over any other competitor's.

Additionally, the robust promotions functionality in our frequent flyer management program drives stronger revenue projections and supports your overall business goals. Your airline can identify customers' preferences and develop

Figure 1 Frequent flyer management helps you connect to your customers, reservations system and your partners.



targeted marketing promotions using your frequent flyer customer database. Targeted promotions potentially push passengers to underutilized routes and non-peak flights, improving yields and revenue.

A successful frequent flyer management program not only generates revenue from increased air travel, but also through program partners. The frequent flyer management partnership capability helps you sell loyalty currency by creating and maintaining strategic partnerships.

Reduces Costs

Designed to significantly reduce internal processing, our frequent flyer management solution streamlines workload while minimizing expenses. It automates routine processes for your airline, such as accrual, partner billing and fulfillment processing. The automated processes give your market analysts more time to focus on developing your loyalty program, while bringing new offerings to market quickly and efficiently.

Improves Customer Experience

Our frequent flyer management solution helps your airline define tiers, promotions and awards. By using proven methods to provide

recognition and incentives to loyal passengers, it helps you promote long-term personal relationships with high-value customers.

Information is collected and shared across all touchpoints to provide personalized interactions with your customer. To meet individual preferences, this information also offers the flexibility to manage rewards based on unique needs during purchasing, transferring, redeeming or account consolidation.

Features

Membership Administration. Manage your frequent flyer members in a comprehensive manner. Maintain all contact information, customer preferences and loyalty interactions while motivating your customers to earn more miles and progressively move to higher tiers.

Activity Monitoring. Manage member activity with automatic posts of member accruals for both your airline and partners. Frequent flyer point accumulation and tier qualification are automatically tracked, and a running balance is calculated. Customer service agents can view accumulated distance and points, as well as manually modify accrual and redemption transactions.

Promotional Marketing Tool. Develop cost-effective marketing programs by using the frequent flyer system to direct concentrated marketing campaigns. You can easily define targeted promotions to offer incentives and rewards for both flight and non-flight activity. This helps your airline reach operational goals and convey your core marketing messages effectively.

Awards Management Tool. Design your award offerings to direct customer behavior consistent with your airline's goals. The system supports a wide variety of awards, including multiple airline partner redemption, reinstatement and refund functionality, and award redemption processing.

Our Unique Experience

At *Sabre Airline Solutions*[®], our team of experts is ready to help power your progress by improving productivity and generating more revenue for your airline. With our comprehensive portfolio, you can market your experience, sell your product, serve your customers and operate efficiently across your entire airline.

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