

navitaire  
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Navitaire Loyalty System  
Cultivate customer loyalty to increase revenue





# Cultivate customer loyalty to increase revenue

## The only frequent traveler system fully integrated with New Skies®

**There is no single program or reward that inspire loyalty to a carrier from all passengers. Different segments of travelers are motivated by unique features with specific rewards.**

Loyalty programs can help companies reach new customers and engage with existing clients. With Navitaire Loyalty, carriers can create innovative programs that provide unique and valuable benefits to travelers including points, free or discounted travel, special fares, promotional offers, recognition or other perks to encourage customers to enroll and remain an active member in the program. Easy online access to track accruals and redeem awards can help motivate travelers to stay interested in each carrier's customized program.

The Navitaire Loyalty system enables carriers to reach out to all passenger segments by incorporating a variety of features for all travelers. The system offers a rich set of features and options that enable carriers to create, customize and administer their program and help generate ancillary revenue through integrated program partnerships.

Key elements of the Navitaire Loyalty system include:

- Revenue generation through partner relationships, private access programs and repeat customers
- Ability to provide customized rewards for different types of passengers
- Low cost of ownership, quick time to market
- Out-of-the-box integration with New Skies systems

## Benefits

### Revenue Generation

Loyalty customer engagement programs can help generate revenue from repeat customer purchases, specialized private access program and program partners

- Enable the potential for increased profitability through partner relationships, through sales of program points and benefits to partners as well as shared marketing programs
- Interaction with multiple types of partners such as banks, hotels and airlines
- Self-service convenience allows members to return to their your website to monitor their accounts and purchase ancillary services and travel segments
- Private access programs generate revenue through membership fees, driving customer traffic to carrier website as well as a higher spend rate



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## Variable Rewards

Appeal to a wider audience by providing variable awards which can be established in one system through Navitaire Loyalty

- Elite level recognition for frequent flyers
- Discounts by way of private access for leisure travelers
- Partner earning and burning for all types of travelers
- Incentives as well as earning/burning for the managed business traveler
- Additional incentives and level recognition for the business traveler

## Low Cost of Ownership, Quick Time to Market

By choosing an integrated solution, carriers take advantage of quick time to market and fast response to requests

- All Navitaire products are cross-certified, eliminating time and cost of testing of non-integrated solutions
- Navitaire Loyalty system upgrades can be implemented independently of New Skies reservation system upgrades
- Navitaire sets the roadmap for all products and understands the impact of upgrades
- Navitaire Loyalty utilizes the same utility, data and API structures used by other Navitaire products

## Out-of-the-Box Integration with New Skies Systems

Navitaire Loyalty is a tightly integrated product in the New Skies suite. Loyalty offers a variety of exclusive features for New Skies clients, including:

- Single integrated 360-degree profile available within New Skies
- Award fares (points or points/money) which are managed directly in fares module
- Automated award travel redemption via Internet booking engines, SkySpeed Reservation Manager and API
- Real-time points balance verification during award booking
- Patented real-time points accrual at time of boarding or flight close



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## Features

### Integrated Customer Profile with 360-Degree View

Our single integrated profile provides relevant information to front-line users directly within New Skies.

- Comprehensive customer profile with access to detailed customer information including contact details, booking history, loyalty statement, vouchers and custom fields
- Convenient centralized access through SkySpeed Reservation Manager call center application lets agents better serve their customers
- Single customer profile for reservations and loyalty systems eliminates the need for synchronization with an external system
- Streamlined access to account information and management via web access through New Skies online booking platform empowers customer self-service. The Loyalty APIs can be used to connect with third-party systems.

### Third-Party Partnership Support

- Leverage your brand and help increase incremental revenue with loyalty program partner integration. Navitaire Loyalty allows you to pursue profitable partner relationships and control how those partnerships function.
- Integrate easily with partner companies via real-time API or flat file interfaces
- Track and report loyalty points tied to each supplier, including revenue.

### Differentiate Customer Services

- Avoid relying on a one-size-fits-all approach. Tailor your loyalty program based on customer value by offering multiple tiers and varied incentives and rewards.
- Tap into detailed customer data from Loyalty and New Skies to design and develop specialized programs, offers or services to incent travelers to buy more services
- Award customers based on travel activity and money spent using the Navitaire Loyalty Rules Engine
- Utilize sophisticated tier definitions to allow flexibility in tailoring your program rewards. This includes the ability to automatically upgrade and downgrade members, or assign value scores to customers.
- Identify upper tier level members or members of special programs at all touchpoints instantly with integration of New Skies and Loyalty

Navitaire delivers industry-leading technology services that help enable growth, profitability and innovation to more than 50 airlines and rail companies worldwide, including many of the world's most successful airlines. Navitaire offers a full suite of proven solutions to help clients grow their business, reduce costs, capture new revenue sources and readily connect with digital customers and business partners.

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