

Loyalty Management System

Making Loyalty more Rewarding



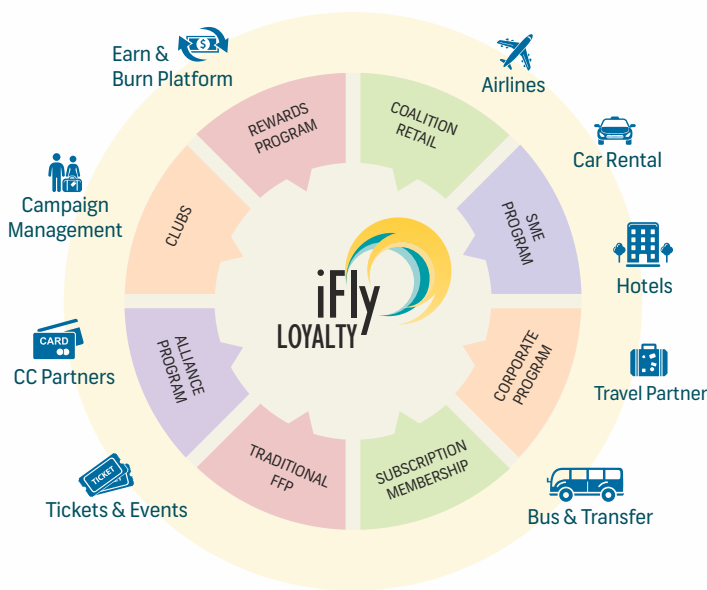
Loyalty Management System

A loyalty proposition is the corner stone for any customer centric program or CRM strategy for your company. IBS with its vast expertise in Airline domain has developed a purpose built new generation loyalty management product built for airlines, and for diverse needs of the airline industry like FFP, Coalition Programs, SME and Corporate programs and various other models. iFly Loyalty is capable of supporting a "single customer record" strategy, covering any and all

customers of your company through any channel. It gives the loyalty marketing professional complete control over the proposition, while ensuring effective support in a highly competitive market.

iFly Loyalty, has been designed to empower the loyalty marketer with a set of tools to effectively pursue its loyalty proposition and strategy for market growth and revenue generation. It provides an end-to-end coverage in terms of loyalty program management, from program creation through setting up business rules to partner management and billing, day to day operational aspects to month end financial accounting and liability reporting. With iFly Loyalty's functional sophistication, flexible platform and integration capability with partners, you can delight your customers by providing superior loyalty proposition enabling more earn and burn options leading to maximized share of customer wallet and brand affinity. Apart from these standard loyalty management functions, iFly Loyalty also offers social media integration to enhance customer's experience and superior gamification strategies to engage them. All these aspects are also supported through an omni-channel presence, to retain the customers and maximize value. Loyalty mobile app reinforces the effort to generate value through personalised and enhanced experiences.

A Flexible Platform Supporting Multiple Propositions

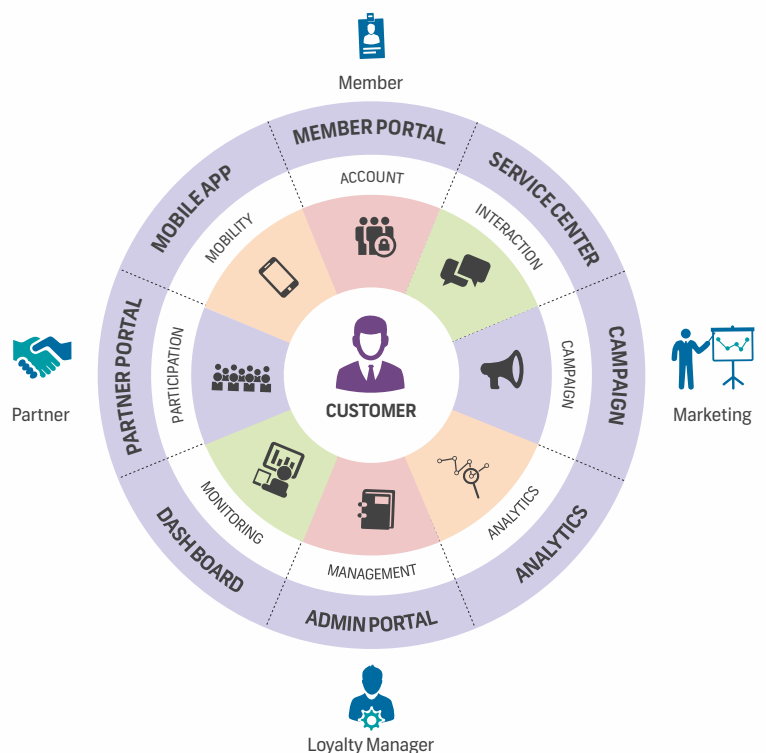


Benefits Solutions for your loyalty needs

- Revenue beyond traditional FFP:** Successful loyalty programs think beyond traditional FFP models and reap growth in Coalition, SME, Corporate and other varied loyalty models. iFly Loyalty has been in the fore front of supporting such evolution in the loyalty propositions with its quick and easy integration with retail POS systems, reward shops and varied partners.
- Enhance Brand Affinity:** Companies with strong customer engagement policies enjoy twice as high brand loyalty than companies who do not focus on community based customer experiences. iFly Loyalty's unique customer engagement mechanisms like mobile app, social media connectors and gamification ensures that the customers stick with you.
- Increased Earn and Burn Channels through Partnerships:** The built-in Partner Integration Hub facilitates quick on-boarding of partner thereby launching the partnerships at a quicker speed. Adding partners to your loyalty program adds value for customers by offering them additional opportunities to collect points and burn them for rewards more quickly.
- Improved Customer Insights:** iFly Loyalty's underlying customer centric approach facilitates greater customer insights and superior customer experience at all touch points enabling airlines to provide a

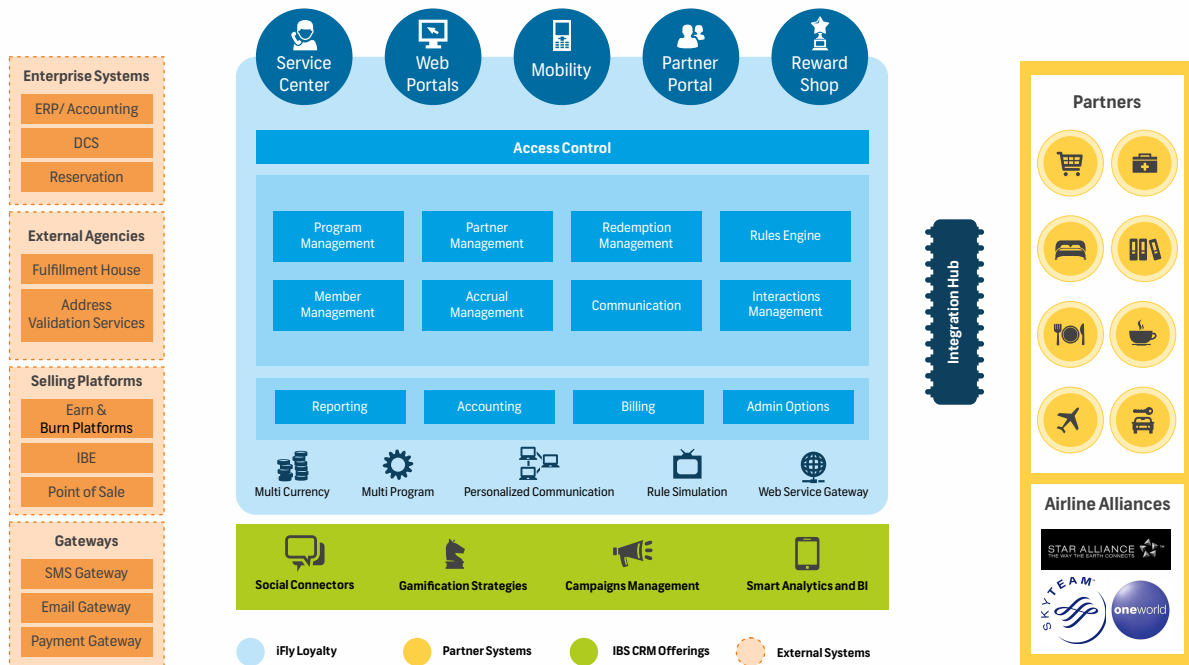
differentiating and personalized customer service. iFly loyalty empowers you with tools to understand general trends, gather better knowledge about various customer segments and also to understand each customers to cater to his/her individual needs.

- Heightened level of engagement:** Engagement with the customers through targeted campaigns and application of contact rules in all aspects of campaigns enables you to fetch a heightened level of customer engagement. This results in increase in yield and wallet share from existing customer by getting more campaigns out of the door faster.
- Improve Efficiency for your New Strategies:** Having dashboards and relevant operational reports, support better decision making, where "better" means more timely and more accurate. iFly Loyalty ships with BI Dashboards & Dynamic Reports which provide the loyalty marketer an updated picture of the program performance and growth. To bridge the gap between raw data and customer behaviour, iFly Loyalty can offer you with predictive and historical analytical KPI modelling.
- Be with Customers at All Times:** Being close to customers all the time can be an advantage. Constant subliminal presence in the customer's mind through images and text or even a well-designed app icon aids brand recall when he/she is close to a purchase decision, which can substantially tilt the scales in your favour. iFly loyalty facilitates this through a omni channel brand presence and through in-time communication.



Features

The iFly Loyalty solution is feature rich and is capable of supporting relevant touch points and can easily integrate with 3rd party systems. Its modular setup offers ease of operation and end-to-end solution to each loyalty postulate like Member, Partner, Program et al. Following is a brief description of the important loyalty modules and capabilities of iFly Loyalty.



Program Management: iFly Loyalty's Program Management module empowers loyalty managers to create and manage multiple niche programs catering to different segments.

- Create and manage multiple program ecosystems with specific rules, currency and partners for every program
- Provision to allocate membership number series to partners and personalize membership number based on member's choice
- Capability to set up multiple tiers and the corresponding upgrade/downgrade rule
- Accruals and Redemptions: iFly Loyalty Accrual and Redemption modules support a wide range of earn and burn activities. Both accrual and redemption can be easily built in the rules engine.
- Flexible rule based accrual and redemption.
- Auto accrual based on batch feeds or web services. Auto-validation of accrual activities done at partner premise.
- Integration with reward shops, PoS and PSS system for real time reward booking and other real time redemptions.

Rules Engine: iFly Loyalty supports a flexible Rules Engine through which all key business processes are driven. This offers the flexibility to manage complex business rules and propositions using intuitive GUI and functions.

- All rules are defined in "English Like" semantics editor, thereby reducing the need for IT staff to make changes to the loyalty program as and when required.

- Another differentiating functionality is the Lookup tables, which can be created to store the keys and measures which are referred in the rules for checking and assigning values.
- There is also a Rule Simulator functionality available in the system, which is a test-bed for the rules so that configuration errors could be identified well in advance.

Member Management & Engagement: End-to-end member management is catered using the Member Management module which facilitates Member Enrolments, Profile & Preference Updates, Member Accounts & Statements and Service Requests and Handling redemptions.

- Self-service channels coupled with member portals and member communications help you to effectively cater to your customers.
- Using the mobile app, tag along your customers by positioning your brand through personalized messages, offering them deals based on their preferences and facilitating transactions - all at their fingertips.

Partner Management: iFly Loyalty's underlying platform allows easy integration with different types of Air and Non-Air partners from small shops around the corner to large stores and international online merchants.

- Time-bound partner contracts can be configured and maintained in the system, along with the capability of

creating multiple contracts for different time periods.

- Accrual pricing configurations- the contract contains configurations for pre-paid and post-paid miles pricing per mile type. Any credit discounts can also be configured.
- Partner self-service portal: The Partner Self-Service Portal is a channel for the partner to its loyalty partnership account, offering functionality like viewing and managing profile information and partnership activities.

Supports all Major Airline Alliances: iFly Loyalty has the capability to integrate with all major airline alliances like Star Alliance, Oneworld and SkyTeam, thereby acting as a hub for file exchanges and also providing all the functionalities listed for the airlines and loyalty partner airlines to the participating airlines. It currently has customers with all these major alliances which allows it to provide out-of-the-

box integration capability.

Communication: iFly Loyalty also has a powerful Communication module where templates can be defined for various personalized communications (i.e., a message on enrolment, on tier upgrades etc.) and these are linked to different modes of communication (i.e., SMS, phone, fax, email etc.). These templates are language independent.

- Easy to create communication templates with placeholders for personalized content.
- Event driven, segment specific communication which includes welcome mails, campaign collaterals and thank-you mails.
- Auto update status of email ID based on hard bounce and soft bounce.

Our Loyalty and CRM Offerings

Loyalty programs are increasingly seen as a key part of a larger Customer Relationship Management strategy. To make this strategy effective, IBS offers you with a wide range of solution offerings in the Loyalty and CRM space to give you the leverage, to not only grow your business but also to effectively engage your customers.

