



Bamboo Airways: driving 350% growth in loyalty members in just 12 months

Enabling customer-centric growth through modern airline technology



Client Overview

Headquartered in Hanoi, Vietnam, Bamboo Airways commenced operations in January 2019. In just six months, the airline already carried more than a million passengers and captured 20% domestic market share by the end of 2020, despite the pandemic. Bamboo Airways is on a growth trajectory in the hyper-competitive Vietnamese market. The airline operated more than 150 flights a day before the pandemic, including international flights to South Korea and Taiwan. The airline has successfully operated the first special authorization flight connecting Vietnam and the U.S, laying a solid foundation for its planned commencement of non-stop commercial flights between the two countries. With a mix of Boeing 787-9 Dreamliner, A320NEO and A321NEO, Bamboo Airways expanded its fleet to 30 aircraft aiming to increase capacity and service quality.



The Context

True to its core principle, 'More than just a flight', Bamboo Airways' key focus is on creating exceptional customer experiences. For this, the airline sought a cutting-edge **loyalty platform** that could be launched quickly yet adapt and scale to their evolving business needs. Bamboo Airways didn't just want a technology vendor; they wanted a trusted business partner for the journey.



Key Goals for Bamboo Airways



Setting up a new airline

Establishing and applying business guidelines, rules, and processes.



Spending on right assets

Building a flexible, scalable, and cost-effective technology stack.



Differentiation

Standing out in a competitive market through innovative products that appealed to cost-conscious travelers, as well as a rapidly-growing middle-class.



Flexible offer packaging and pricing

Deploying flexible fare and ancillary rules and policies for packaging and pricing to create unique, personalized offers.



Agile product innovation deployment

Unrestricted innovation capabilities to quickly design, launch, and adapt disruptive added-value products and services.



Fast loyalty program deployment

Targeting new members effectively, engaging relevantly, and improving retention to accelerate growth.



Fulfilling ambitious growth plans

Achieving 100% annual growth per year, becoming a five-star airline, and transporting 50 million passengers by 2025

“

Going live with a comprehensive loyalty platform in barely four months is nothing less than a feat. I am proud of what we have achieved with IBS Software and the fast growth that followed. We now have the technology to empower our teams to elevate the customer experience, optimize our resources, and grow with our business as we aim to become a five-star airline.

”

Pierre Thach HOANG

Deputy Chief Commercial Officer, Bamboo Airways



The Solution

iLoyal

Bamboo Airways needed a highly configurable, intelligent, and cutting-edge platform to launch Bamboo Club, its innovative loyalty program. It found that in iLoyal.

Through a 360-degree customer view, iLoyal helped Bamboo Club attract new members intelligently, engage with them more meaningfully, improve customer retention, and generate incremental revenues. Bamboo Airways also aimed at leveraging the loyalty program to connect with FLC Group's customer base to cross-sell products like golf membership and hotel accommodation. The member experience was also enhanced by implementing a customized member portal in multiple languages.

iLoyal's configuration options and powerful rules engine enabled the quick implementation of features like points purchase, transfer of points, paid lucky membership number, cobranded memberships, and family pooling. Easy partner integration capabilities enabled fast onboarding that generated additional revenues and richer customer experiences.

Key Results

Increased revenues:

iLoyal's personalization capabilities and Bamboo Club's extensive partnership ecosystem allowed cross-sell and upsell opportunities. In just one year, the airline witnessed a **58%** increase in ancillary services.

Bamboo Club's exponential growth:

Loyalty program memberships grew by **350%** in its first year.

Fast and scalable partner integration:

Through multiple API services, iLoyal's Partner Integration Hub enables easy and expansive partner integrations for the Bamboo Club program.

Richer customer experiences:

iLoyal's highly configurable platforms allowed Bamboo Airways to offer its customers exclusive tier-matching privileges with 60+ loyalty programs.

A flexible and future-proof technology stack:

Cloud-based hosting enables the loyalty solutions to be quickly deployed in a secure, highly scalable, and low maintenance environment and grow with the airline. iLoyal implemented in just four months, while the modular SaaS model delivered cost-effective business benefits and lowered the risk of operating a new, progressive platform.



About IBS Software

IBS Software is a leading SaaS solutions provider to the travel industry globally, managing mission-critical operations for customers in the aviation, tour & cruise and energy resources industries. IBS Software's solutions for the aviation industry cover fleet & crew operations, aircraft maintenance, passenger services, loyalty programs, staff travel and air cargo management. IBS Software also runs a real time B2B and B2C distribution platform providing hotel room inventory, rates and availability to a global network of hospitality companies and channels. For the tour and cruise industry, IBS provides a comprehensive, customer-centric, digital platform that covers onshore, online and on-board solutions. Across the energy & resources industry, we provide logistics management solutions that cover logistics planning, operations & accommodation management. The Consulting and Digital Transformation (CDx) business focuses on driving digital transformation initiatives of its customers, leveraging its domain knowledge, digital technologies and engineering excellence. IBS Software operates from 16 offices across the world.

Further information can be found at <https://www.ibsplc.com>

ibsoftware

Redefining the Future of Travel through Technology Innovation

© 2023 IBS Software | For Private Circulation only | For more information: sales-support@ibsplc.com

