



Multiple Proposition – Single Platform

Running SAA's Voyager and Corporate Loyalty Program on a single iFly Loyalty instance



Client Overview



South African Airways (SAA) is one of the largest African carriers and a member of the Star Alliance. SAA also hosts one of the biggest FFP programs in the region called Voyager. Voyager has over 2.5 million members with more than a hundred airline and other partners. SAA's Corporate Loyalty Program has a strong base with worldwide presence and forms a significant part of its loyalty offering. Each Corporate is managed by a Key Account Manager who takes care of full-fledged business travel needs – including streamlined booking, itinerary and travel costs management facilities through profile management & relationship mapping of corporates including their subsidiaries. However, being one of the longest running and evolved corporate programs in the airline world, they faced a number of challenges. Getting the program on the iFly Loyalty platform was a key consideration for SAA selecting iFly Loyalty, as it had known capabilities for running multiple propositions on the same platform.



The Context

Maintenance

SAA had been using a tailor-made legacy system built over time, to host and maintain the Corporate Loyalty Program, just as Voyager used to be before moving to the iFly Loyalty platform. The platform initially served SAA's goals and strategy but over time it became difficult to maintain and also expensive for even the smallest of changes. Shortage in relevant skill-sets became a pain point as well.

Agility

The program involved generation of numerous reports from disparate sources that made consolidation difficult. Among other issues faced by the team, management of corporate relationships and efficiency in operation also were limiting factors. SAA also wanted to get rid of the rigid nature of business processes in the existing platform, as it did not allow easier options to make required changes.

Partner Integration

Establishing required integrations with other systems and associated configurations became uneconomical for SAA. The system also lacked flexibility facilitating easy integrations with partner systems, making file exchanges a complex affair. Moreover, giving cutting edge customer experience using seamless integration with peripheral systems could not be realised as the legacy platform could not scale up.

Challenges

-  Low flexibility of legacy platform
-  Manual Interventions and paper work leading to reduced efficiencies
-  High operational costs for maintenance
-  Difficulty in managing disparate systems to run their program
-  Lack of proper customer engagement mechanisms



Better knowledge of Corporate Customers and partners that would allow the airline to segregate, analyse and target them to generate additional revenue streams (customer centricity) had to gain traction for the program to move ahead and become a strategic part of the loyalty business at SAA.



The Solution

As a strong testimony to the robustness and reliability of iFly Loyalty, the successful go-live at SAA marks one of the most significant usage of iFly Loyalty's multi-program capability in airlines working on entirely different and complex business models.

A joint PoC established iFly Loyalty's capabilities to implement the Corporate Loyalty Program and Voyager on a single platform. The PoC also highlighted the flexible integration/hierarchy management with a large number of corporates (holding companies and subsidiaries) very quickly unlike the existing mainframe platform.

With a well-defined mechanism to create Corporates and Subsidiaries, SAA was also able to merge corporates and their contracts when required. The reporting module of iFly Loyalty has taken over from multiple systems using which reports were previously generated, bringing a high level of operational efficiency in managing the corporate proposition. With the set of pre-built reports and the ability to configure dynamic reports, one main challenge of consolidation of reports has been overcome. With the seamless integration with all self-service channels that SAA support and extends to its members and partners, iFly Loyalty also brought a centralized approach to store customer data and to effectively use them for targeted campaigns and promotions.

IBS extended its impeccable track record of successful cutovers ahead of schedule. The team was not only able to complete the cutover 24 hours ahead of schedule, but also successfully cleared the transaction backlogs accumulated during cutover window.

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Key Features of the Implementation

-  World-wide tracking of Corporates and their contract management over FY
-  Corporate hierarchy management with large number of holding and subsidiaries with ease
-  Automated Service Request creation from scanner, fax & email
-  All reports generation moved to iFly Loyalty removing the dependence on other systems
-  Rewarding flight activities based on the incentives accrued through corporate travels
-  Integration with reservation system, Amadeus, for flight bookings and redemptions
-  Efficient performance evaluation of Corporates for the FY based on the past, current & future records (via proration)



Key Results

With the adoption of iFly Loyalty, South African Airways has managed to accomplish what it had been envisioning for its loyalty program for a long time - avoiding the overheads of using multiple systems to run loyalty programs. IBS and SAA have further strengthened their relationship with this implementation.

Raising SAA Loyalty Business to a New Level

With the adoption of iFly Loyalty for both its loyalty programs, South African Airways today enjoys the benefit of not having to depend on multiple systems to run and manage loyalty propositions. From an operations perspective, they were able to leverage iFly Loyalty's extensive reporting feature to reduce the burden of manual intervention for many of its existing processes. This enabled them to drastically reduce the time required to generate and run monthly accrual and redemption jobs.

Ease in setting up various types of promotions like time bound, event based etc. without having to undergo an entire exercise of change cycle, helped the SAA marketing team to adopt newer market strategies faster.



Business Benefits

-  Running multiple programs (Individual FFP & Corporates) on a single platform - 'iFlyLoyalty'
-  Automation of processes to reduce cost of operations and thereby improving efficiency
-  Enhanced performance evaluation of corporates during the FY
-  Speed to market will allow the customer to unleash benefits of the Corporates loyalty program ahead of competition
-  Benefit from IBS' product roadmap investments & user-community based development -adding value to both these Loyalty programs, with no additional costs.

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Paula De Sousa, HOD - IT Passenger Services Solutions, South African Airways added, *"IBS have been instrumental in assisting SAA to successfully upgrade iFly Loyalty and migrate its Corporate Loyalty system through their dedication, efficiency and collaborative approach. Having an integrated, flexible, loyalty solution will enable SAA to better service its valued customers."*

Sankalp Saxena, President and Head of Aviation Business Services, IBS said, *"Our track record of delivering value to our customers is increasingly being recognised by iconic airlines. SAA is our existing customer and the partnership stands strengthened with the decision to power Voyager and Corporate Loyalty Programme with iFly Loyalty. We are now well and truly their key technology partner and this speaks volumes of the professionalism, domain expertise and commitment of our people."*



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 hospitality industries. IBS' solutions for the aviation industry cover fleet and crew operations, aircraft maintenance, passenger services, loyalty programs, staff travel and air-cargo management. IBS 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. IBS Software is a Blackstone portfolio company and operates from 11 offices across the world.

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



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