



# Personalised Member Portal for SunExpress' Loyalty Program



## Client Overview

Since 1989, SunExpress has been a reliable partner of Turkish tourism and a caring airline partner for agencies, tour operators, and direct customers. The airline offers the most non-stop flights between Anatolian cities and Europe, and continues to support Turkish tourism by bringing European visitors to Turkey's attractive cities and reuniting Turkish citizens living in Europe with their home countries and people.



### The Context

SunExpress wanted to launch an innovative and fun loyalty program, specifically targeting the 'Visiting Family and Relatives' market, spread across two geographies in Germany and Turkey. The new program's core focus was on providing tailored offers and perceivable benefits to customers. The airline selected IBS Software's state-of-the-art iFly Loyalty platform as the core back-end engine to handle all aspects of loyalty management. At the same time, it also needed a unique member engagement portal to help its members view and experience various features of the program over the web.

#### SunExpress contemplated two options:

- A scratch-built front-end portal
- Leverage the white-labelled yet customisable member engagement portal that came pre-integrated with iFly Loyalty

### The Challenges

#### Speed to Market

A key requirement for the launch of the new SunExpress loyalty program was a fast launch to market with an attractive user interface blending into the online presence of the company. A scratch-built loyalty front-end member portal may promise a fully customised user experience. However, the time required to understand and develop it reflecting the intricacies of the loyalty program posed a risk to the decision-makers.

#### Operational Efficiency

In order to easily roll out various offers, customised content, and promotions to members to ensure that they were continuously engaged, it was important that the new member portal and the underlying iFly Loyalty platform were seamlessly integrated and synchronised. Furthermore, the portal also needed to be tightly integrated with SunExpress' booking systems to enable all relevant loyalty benefits throughout the booking process.

#### Cost-consciousness

SunExpress was cost-conscious and therefore required an approach that would ensure that the member portal was built with minimal investment and was also in line with its expectations on usability.

#### Incorporating Evolving Market Needs

A newly launched loyalty program certainly faces ongoing changes. These include adjustments to suit market and customer needs as well as innovation in the program proposition to further drive customer engagement. All these factors were to be reflected in the front-end member portal and aligned with an ongoing development of the underlying iFly Loyalty platform.





## The Solution

SunExpress was looking for a comprehensive member portal, pre-built with configurable assets to accommodate all its unique loyalty program requirements, and to enable members to operate and transact from anywhere. At the same time, the portal also needed to be easily configurable and follow SunExpress' branding and style guides. SunExpress selected IBS Software as the partner of choice as it could then leverage the entire loyalty proposition of the platform, the booking system, and the member portal as a unified offering.

The member portal and the loyalty platform were offered as a Software as a Service (SaaS) offering with commercials tied to business success, thus helping SunExpress derive value from its loyalty business and deliver world-class experience for its members.

## Outcomes from the Solution

### Improved Speed to Market

IBS Software offered the member portal as a pluggable extension of iFly Loyalty, thereby making it readily available for integration with no learning curve in terms of business study and platform synchronisation. IBS Software's unique experience with both the portal and the platform allowed for faster roll-out of features, thus helping SunExpress launch the loyalty program with ease.

### Efficient Loyalty Operations Control

Since IBS Software provided both the portal and the underlying loyalty platform, it was easy for both systems to connect, thanks to the synergies in processes, standards, and governance models implemented for various loyalty industry operations. Additionally, at the time of this implementation, SunExpress was also using IBS Software's iFly Res passenger service system (PSS) and internet booking engine (IBE) to manage its passenger bookings. The entire ecosystem of its operations coming together as an integrated solution made it easier for the airline to manage operations efficiently.

### Cost Efficiency

The SaaS-based risk-sharing model offered by IBS Software for the portal and the platform enabled SunExpress to save considerably on development costs. The unified solution allowed SunExpress to scale its business by following a pay-as-you-grow commercial model, which eliminated huge capital expenditure. SunExpress did not incur any significant costs on account of duplicate feature development, hosting, and other infrastructural requirements and maintenance. IBS Software was able to significantly deliver a valuable return on investment (ROI) for SunExpress. The airline would benefit from a risk-free commercial model for controlling costs of hosting, maintenance, support, and future upgrades.



*"By choosing IBS Software's iFly Loyalty and its related front-end for the relaunch of our SunExpress loyalty program, we were able to decrease time to market, investment, and mitigate risks significantly."*

**Kerstin Lomb**

Chief Marketing Officer, SunExpress





*SunExpress is an innovative and agile airline with a very specific target segment that required a tailored loyalty program. We were excited to support SunExpress with the delivery of a fast, efficient, and differentiated proposition, leveraging the benefits of a combined offering; a modern and engaging customer facing front-end backed by the highly flexible and configurable iFly Loyalty platform.*

**Marcus Puffer**

VP & Head - Loyalty Management Solutions, iFly Loyalty, IBS Software

### Continuous Innovation and Improvement

With a robust technology framework-based engineering methodology, IBS Software was able to deploy its highly extensible member portal that could easily accommodate new features with minimal effort. As it integrated seamlessly with the core loyalty platform's road map, the portal also received all latest features when they were made available. IBS Software's expertise in the airline loyalty market and its focus on R&D to keep ahead of competition offered SunExpress access to a unified solution that would continue to evolve based on the needs of the industry.

### Responsiveness and Usability

IBS Software has a world-class user experience practice comprised of UX architects, design thinkers, and engineers. They understood SunExpress' unique need for engaging loyalty members through the portal and created a highly user-friendly portal architecture for simple navigation and usability. The portal was developed on responsive design principles to make it mobile-friendly. Members could also

access the portal from anywhere and from any device. The solution was designed to provide the single sign-on feature, facilitating easy access to multiple digital applications such as reservation system and social media-enabled login system. The portal also offered high levels of data security to ensure a safe and trouble-free experience for members to explore multiple offerings.



### The IBS Software Advantage

IBS Software's experience in enabling large-scale loyalty operations for some of the world's biggest airlines and in handling multiple exclusive airline system integration projects proved to be a competitive advantage for SunExpress. SunExpress could incorporate the best practices in user experience, processes, and software development, and its major digital infrastructure was transitioned into an ecosystem of IBS Software's solutions joining the already successful iFly Res PSS and IBE platforms.

Enabled the growth of member registrations from around **3600** to nearly **350,000** in only **2 years**.

Handled an active member base of more than **240,000** users over **2 years**.

Ensured **100%** availability and uptime for the portal.





## 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 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. IBS Software is a Blackstone portfolio company and operates from 15 offices across the world.

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

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