



Club Premier

AIRLINE GOAL

Club Premier wanted to bring their offline flight redemption channel online with an innovative platform that met pre-existing loyalty segmentation and API integration needs.

SOLUTION

Club Premier partnered with Switchfly to launch their Online Flight Awards channel. Switchfly allowed flexible booking options and worked with the existing loyalty program to provide loyalty members with innovative products to increase customer satisfaction and loyalty.

Features include:

- Segment and calendar based shopping of traditional and dynamic flight awards
- Real time pricing and availability
- Automatically converts cash price to kilometers based on member status, tier level, and point balance
- Transact in any currency
- Analytics and dynamic reporting
- In-path and post-purchase support

SUCCESS

Partnering with Switchfly saved Club Premier implementation costs with no GDS booking fees and it was a short time to market at 5 months. The switch from offline to online saved call-center cost and produced 15-30% faster call times.



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