



Comarch Loyalty Management for Airlines at JetBlue

JetBlue Airways is an American airline founded in 1998 and headquartered in New York. The carrier has features of both a legacy and a low-cost airline. Its main base is JFK Airport in New York, where the airline possesses its own Terminal 5. JetBlue operates non-stop flights between American and Caribbean airports. The fleet consists of modern Airbus 320 and Embraer 190 airplanes comprising a total number of 160 aircraft. Every seat provides passengers with access to TV and radio channels, available via a satellite connection.



Re-launch of the loyalty program

The JetBlue Airways launched the TrueBlue customer appreciation program in 2002. Passengers were granted a set amount of points for each type of trip: short, medium or long-haul. Double points were awarded for flights booked online. For every 100 points earned, a program member earned a roundtrip flight if redemption seats for a requested flight remained available. However, the airline changed its loyalty scheme in 2009 and began to grant clients three points for every dollar spent towards a flight, excluding taxes and fees. Online booking is promoted with additional points and every seat on every flight is available for redemption. The amount of points required for redemption depends on the fare of the requested flight in USD. In 2010 the carrier developed a community site for its TrueBlue members.

Business requirements

The carrier was looking for an IT system to support the following functionalities:

- ▶ Revenue based point accrual – points for purchasing tickets and other onboard services, co-branded credit card usage and transactions from partners

- ▶ Activity based point expiration – points won't expire as long as a member either flies or uses their co-branded AmEx card over a 12 month period of time
- ▶ Redemptions for any available seat - any seat that is available for regular purchase can also be purchased using TrueBlue points, "No blackout dates"
- ▶ Automatic retro claims with promotion reprocessing

Choice of technology

JetBlue Airways chose the Comarch Loyalty Management system to power the re-launch of its loyalty program. The following modules have been implemented:

- ▶ Business Administration module - gives the loyalty program manager an endless number of accrual and redemption options
- ▶ Contact Center - allows for multiple channel communication with a loyalty program member
- ▶ Member Portal - community portal to keep members involved
- ▶ Smart Analytics module - to better understand the program and improve the performance



Benefits

- ▶ Scalable architecture of the system
- ▶ Advanced management of accrual rules
- ▶ Online enrollment
- ▶ Smooth management of a multi-partner environment
- ▶ Complex hosting services
- ▶ 24/7 support
- ▶ Enriched call center functionalities
- ▶ Fraud protection mechanisms
- ▶ Report generation and coordination

Why Comarch?

Comarch is a global IT business solutions provider specializing in forging client relationships to maximize customer profitability and optimize operational and business processes. Comarch's primary advantage lies in the extensive domain knowledge accumulated in our software products which we use to deliver and integrate sophisticated business IT solutions. In addition, our broad experience in delivery of systems powering loyalty programs in many industries all over the world makes us a perfect partner for an airline that has decided to launch or modify their frequent flyer program. For any enquiries, please visit our website or contact one of our consultants which are located in offices all over the world.

Results

- As a result, JetBlue has successfully re-launched a full-scope customer appreciation program, characterized by the following main features:
- ▶ Simultaneous replacement of the Loyalty, Revenue Accounting, and Internet Booking Engine
 - ▶ Migration of 8 million accounts and over 70 million transactions
 - ▶ Integration with Sabre, Mercator, points.com and others
 - ▶ Integration with a co-branded credit card (American Express)
 - ▶ Integration with 18 diversified accrual partners

Quotation from a reference letter

In 2009 JetBlue engaged Comarch as the business partner to develop our TrueBlue loyalty program. We had an aggressive timeline and a complex program design that required integration into two different reservations systems (Navitaire and Sabre). Comarch rose to the challenge and we successfully completed the project within the 10 month timeline.

We have found Comarch to be a great partner both from a development perspective and a strategic direction perspective. Their ability to ramp up and resource projects and initiatives has been very impressive. We have never had any regrets in choosing Comarch and we look forward to a long and innovative relationship.

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Comarch Spółka Akcyjna with its registered seat in Kraków at Aleja Jana Pawła II 39A, entered in the National Court Register kept by the District Court for Kraków-Śródmieście in Kraków, the 11th Commercial Division of the National Court Register under no. KRS 000057567. The share capital amounts to 8.051.637,00 zł. The share capital was fully paid. NIP 677-00-85-406

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