

Maximizing Revenues from Frequent Flyer Programs

DURATION: 5 Days

HOW WILL I BENEFIT?

- ➔ An understanding of best practice and new approaches to FFP being applied in the industry today.
- ➔ Methods to increase revenues while minimising exposure to risk associated with FFPs
- ➔ Data and system requirements for a well-informed, responsive FFP scheme.
- ➔ Best practice/policies with regards to managing issued mileage and strategies to encouraging mileage usage.
- ➔ Strategies to identify and maximise high value market segments through better analytics including segmentation planning. Additionally, studies to illustrate best practice for creating actionable content and strategies for the most effective ways to engage key segments.
- ➔ Examples of benefits from freeing up FFP data to be used across the commercial department of the airline to assist in improved planning processes.
- ➔ Evaluating and maximising FFP partner relationships to improve customer retention and to offer mileage redemption more effectively.

WHO SHOULD ATTEND?

- The course is designed for FFP specialists and wider commercial managers with some aspects being relevant to Finance, IT, Marketing and Revenue Management.

COURSE CONTENTS:

- FFP program & customer offering design.
- Data systems and reporting set up and management.
- Interaction with Pricing/Revenue Management through policies and procedures.
- Managing exposure via careful management of issued mileage, including strategies to encourage mileage usage.
- Market segmentation and targeting.
- Identifying and targeting high value customer segments through defined strategic processes.
- Utilising optimum channels and messages to maximise customer engagement and loyalty.
- Using FFP and other passenger data to create informed planning decisions across Marketing, Pricing/Revenue Management and Network/Commercial Planning.
- Opportunities for partnerships with third parties, to maximise value and provide opportunities for mileage redemption.
- Workshops to facilitate the creation of new ideas and strategies that may be implemented.