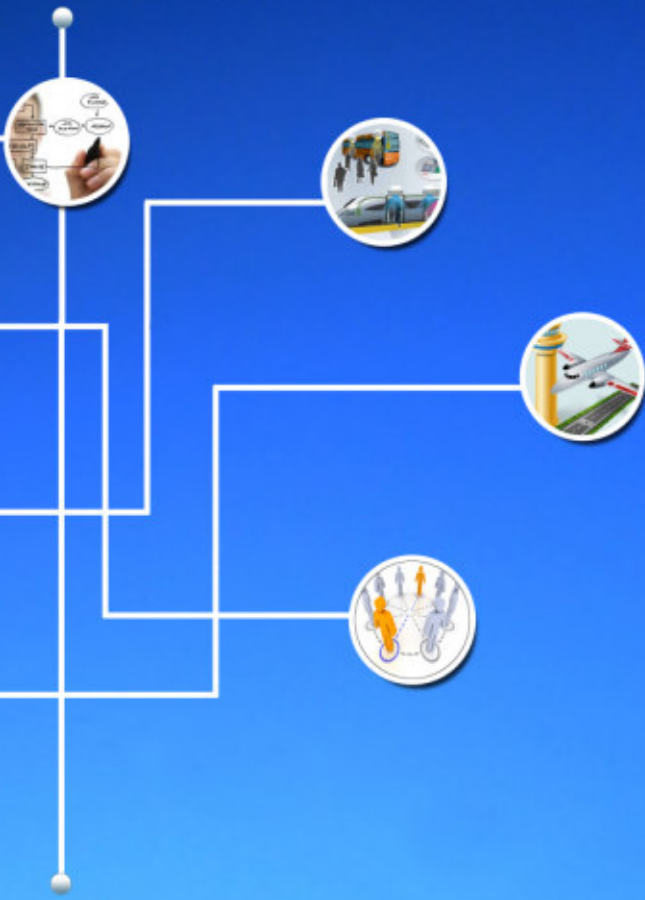


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# Ancillary Revenue



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# Loyalty Platform – Ancillary Revenue

Loyalty customers are one of the key revenue sources of Airlines. In an environment, where airlines are always competing with each other to come up with innovative ways of attracting their valuable passengers, SkyTECH has been instrumental in developing a solution for a cluster of Loyalty Clubs owned by a major airline.

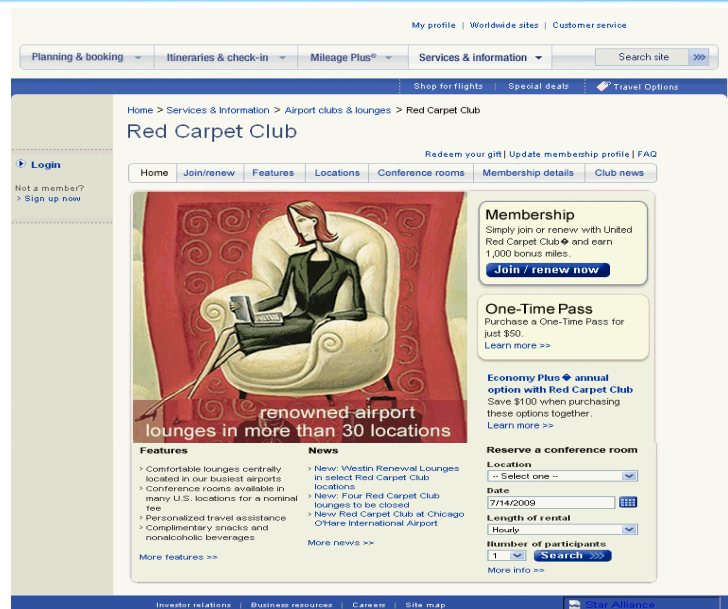
Our solution effectively meets time-to-market goals for launching Travel Clubs and automates the back office operations to reduce cost of running the clubs. It also addresses the following types of loyalty customers.

ü Luxury travelers – This Travel Club offers a collection of products including bonus miles for air travel, car rental coupons, complimentary airline tickets

Senior age group members - This Travel Club lets its members earn travel credits, which they may redeem towards travel certificates for airline travel

## Business Benefits

- Meets time-to-market goals for multiple clubs targeted towards different user groups
- Increases the efficiency of providing customer support by automating a whole gamut of back office operations
- Significantly reduces cost of implementation of the application
- Provides high scalability and easy maintainability



## Salient Features

- Supports operational activities like enabling the stakeholders of the application
- Supports a group of customer support associates and enables them to provide efficient service to large member bases
- Empowers the sales team to efficiently create and manage offers and promotions and provides them business reports
- Provides the ability for the customer service representatives to manage and order products for the members using a shopping cart paradigm
- Creates highly reusable services on top of an open source framework





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Thank you



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