



CUSTOMER LOYALTY

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.

- 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

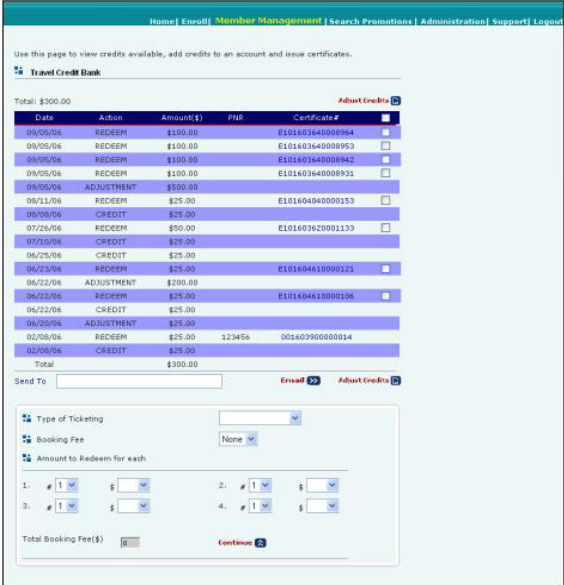
OUR SOLUTION – FEATURES

- 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
- Provides an efficient way to lookup information on existing members including their membership history
- Communicates with disparate legacy systems
- Creates highly reusable services on top of an open source framework

AIRLINE PASSENGER SOLUTIONS – CUSTOMER LOYALTY

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



Loyalty Club Member Search

ABOUT SKYTECH

SkyTECH Solutions provides IT consultancy services and develops niche software solutions for global airlines and airports. SkyTECH is an established player in the airline/airport IT domain.

Based in Chicago, SkyTECH has 3 Offshore Development Centers (ODCs) in India at Kolkata, Mumbai and Chennai. SkyTECH's offshore development infrastructure is certified to ISO 9001:2000, SEI CMM Level 5 and ISO 27001:2005.

SkyTECH's diverse client base is geographically spread in the USA and Asia-Pacific, and includes some of the largest airlines, airports and IT consulting firms of the world.