Six Ways To Improve Airline Frequent Flyer Card Programs

WHO'S USING YOUR FREQUENT FLYER REWARDS?

23,800,000,000,000

Unredeemed Air Miles Globally valued at **$238 Billion**.

80%
U.S. airline loyalty program members are inactive

81%
Business travelers say that service impacts their loyalty program evaluation

55%
Affluent global middle class holding frequent flier memberships, down from 65% In 2014

YOUR LOYALTY CARD PROGRAM CAN BE BETTER.

Frequent flyer card rewards can create real customer engagement, build your brand, and get customers excited about traveling more often.

1. CREATE MORE ENGAGEMENT

Form a welcome two-way connection by checking in at the right moment with prepaid frequent flyer card offers, alerts and rewards. Include local merchant partners where customers may travel.

2. REACH MORE CUSTOMERS

Extend beyond your co-brand credit card to reach more customers in your base. They can also share companion cards and set spending controls.

3. GROW NEW REVENUE STREAMS

Offer endless currencies and purses, and let customers choose favorable exchange rates. They enjoy convenience, while your business benefits from foreign exchange fees typically greater than 2.5% per transaction.

4. DELIVER RELEVANT REWARDS

Go beyond miles and points with offers that matter, at the right time and place, even in the payment authorization stream.

5. GO MOBILE

Create seamless branded payment experiences wherever your customers may roam. Any mobile device, anywhere, any time.

6. MAKE IT SAFE

Notify customers to account changes or suspicious activities, and let them set controls. Easily replace travel payment cards if lost or stolen.

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SOURCES

23.8 trillion unredeemed air miles globally, valued $238 billion
Source: The Economist

80% U.S. Airline Loyalty Program Members Are Inactive
Source: Skift

55% Affluent Global Middle Class Holding Frequent Flyer Memberships, Down From 65% In 2014
Source: Collinson Group

81% Business Travelers Say That Service Impacts Their Loyalty Program Evaluation
Source: Colloquy