

FLYING HIGH WITH BRAND COMMITMENT



EXPANDING THE REWARD EXPERIENCE FOR EXCEPTIONALLY LOYAL AIRLINE CUSTOMERS

SITUATION

Airlines must set themselves apart in the air and on the ground to attract customers. Loyalty programs support that goal, rewarding customers for their repeat business, usually with in-kind rewards to make future flights easier. For one major airline, an elite tier of customers demonstrated their commitment to the brand by using the airline's branded credit card. To show their appreciation, the airline wanted to amplify their reward experience.

THE GOAL

Expand reward options to engage elite customers and increase cardholders.

SOLUTION

International travel packages were added to the program first, complementing the airline's service with complete vacations. Select elite merchandise and gift cards were added next, then the full Maritz offering of tangible rewards, giving elite members an expansive collection to choose from for their reward.

DESIGNED FOR SUCCESS

Analytics and other Perspective-taking tools helped identify the benefits of adding Autonomy to the program with a wide offering of rewards. Novel campaigns offered discounts or matched highlighted rewards, and airline marketing Stories kept participants engaged and delighted.

Other Maritz Design Principles* leveraged:

- Positive Memories
- Simple
- Scarcity
- Status as Reward
- Progress Feedback
- Goal Hierarchy

RESULTS

Expanded options giving members autonomy they innately desired paid off. Redemption of the expanded selection increased 11 percent one year, and kept members engaged with the diverse offerings. The airline also reported increased credit card applications and program membership.

IS THIS YOUR SOLUTION?

Customers who make that extra commitment to a brand deserve to be recognized and rewarded for their valuable loyalty. Adding an exclusive tier or separate program, with expansive offerings of in-kind, merchandise and gift card awards ensured those elite members felt appreciated. It also showed members in the regular program what can be gained by demonstrating loyalty, giving those members something to aspire to.

*The design principles highlighted are just some of the behavior-based strategies Maritz Motivation has created through the application of decades of academic research to the incentive industry. Maritz Motivation takes these strategies and designs more effective programs for your business goals and your program members' wants and needs.