



COMARCH | Case Studies

Comarch Loyalty Management Travel Edition at **Jetblue Airways**



About JetBlue Airways

JetBlue Airways is an American airline founded in 1998 and headquartered in New York. The carrier has features of both a legacy and a low-cost airline. Its main base is JFK Airport in New York, where the airline possesses its own Terminal 5. JetBlue operates non-stop flights between American and Caribbean airports. The fleet consists of modern Airbus 320 and Embraer 190 airplanes comprising a total number of 215 aircraft. Every seat provides passengers with access to TV and radio channels, available via a satellite connection.



+9.3%

operating
revenues
FY15/FY14



+20%

capacity growth
Feb 2016



+10.3%

traffic growth
YoY 2015



+135

new aircraft
ordered

1

Business Challenges



The JetBlue Airways launched the TrueBlue customer appreciation program in 2002. Passengers were granted a set amount of points for each type of trip: short, medium or long-haul. Double points were awarded for flights booked online. For every 100 points earned, a program member earned a roundtrip flight if redemption seats for a requested flight remained available. **The airline revamped its loyalty scheme in 2009 and began to grant clients three points for every dollar spent towards a flight, excluding taxes and fees.** Online booking is promoted with additional points and every seat on every flight is available for redemption. The amount of points required for redemption depends on the fare of the requested flight in USD. In 2013 the expiration of points was removed.

2

Implemented Product



JetBlue Airways chose the Comarch Loyalty Management Travel Edition system to power the re-launch of its loyalty program. The following modules have been implemented:

- **Business Administration** – gives the loyalty program manager an endless number of accrual and redemption options
- **Contact Center** – allows for multiple channel communication with a loyalty program member
- **Smart Analytics** – to better understand the program and improve the performance
- **Member Portal** – customer portal to keep members involved

3

Business Results

JetBlue has successfully re-launched a full-scope customer appreciation program, characterized by the following main features:

- Simultaneous replacement of the Loyalty, Revenue Accounting, and Internet Booking Engine
- Integration with external IT suppliers
- Integration with a co-branded credit cards (Barclays Bank, Banco Populare and Santander)
- Integration with more than 50 diversified



More About The Implemented Product Comarch Loyalty Management Travel Edition

With tailored solution dedicated to companies in the transport and tourism sector, particularly airlines, the platform helps build and manage different models of loyalty programs targeted on individual members as well as on B2B customers.

[Learn more](#)

The Carrier Was Looking For An IT System To Support The Following Functionalities



Revenue based point accrual – points for purchasing tickets and other onboard services, co-branded credit card usage and transactions from partners



Redemptions for any available seat - any seat that is available for regular purchase can also be purchased using TrueBlue points, "No blackout dates"



Activity based point expiration – points won't expire as long as a member either flies or uses their co-branded Amex card over a 12 month period of time



Automatic retro claims with promotion reprocessing

Remarks from JetBlue Airways



We have found Comarch to be a great partner both from a development perspective and a strategic direction perspective. Their ability to ramp up and resource projects and initiatives has been very impressive. We have never had any regrets in choosing Comarch and we look forward to a long and innovative relationship.

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and we'll find the perfect product

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ABOUT COMARCH

Founded in 1993, Comarch has over 25 years of experience in designing, implementing and integrating IT solutions for large enterprises in a variety of industries: airlines, travel companies, telecoms, financial institutions, as well as retail and consumer goods companies. Comarch's CRM & Marketing portfolio – which includes the award-winning Comarch Loyalty Management (CLM) system – is an advanced set of solutions dedicated to marketing processes and activities, building loyalty and maximizing engagement. Comarch is a true end-to-end loyalty and engagement provider. Aside from the best-in-class technology and product sets, Comarch also offers a full suite of managed services to guide customers throughout the entire loyalty program lifecycle. With thousands of successfully completed projects, 14 data center locations and over 85 offices in more than 30 countries, Comarch has the support and infrastructure necessary for high-volume rollouts.

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