Improved Customer Service through ASP Membership Based Rewards Program

Customer Profile

A major US Air Carrier which provides low cost travel to popular vacation and business centers.

Situation

This Carrier developed an innovative marketing program serving several thousand of its best customers, which allows members to bulk purchase a year's worth of travel for a significantly discounted price over individual tickets. Members enrolled in the program may redeem program credits for travel and enjoy unrestricted travel privileges to popular destinations.

Since the Business launch of this program, supporting processes had been highly manual, taking a high number of employees to administer. In an effort to meet increasing enrollment and the pending holiday travel season, this Carrier needed to quickly automate this process or risk the failure of the program.

Problems included:
- Inability for the manual process to meet expanding business demand
- High labor costs due to intensive manual process for administration
- Lack of self service offering for program members
- No reliable history tracking process exposed possible services problems around managing memberships records and transactions
- Difficulty in measuring the program's success/failure due to poor data

The Carrier and its members required a system that could automate the manual processes, be easily configurable to meet the unique requirements of the membership based rewards program and provide the excellent service the Carrier is known for.

Solution

Six weeks after the Carrier contracted with EPAM Systems, the first Production release of an automated Customer Loyalty Solution was delivered. The solution is designed to reduce costs through decreased manual processes and increase revenue potential via improved customer service and expanded program support. In addition to cost effectively hosting the site in an ASP model, EPAM also worked with the Carrier on the content and design of the new site to be uniform in presentation with other corporately branded sites.

The EPAM Customer Loyalty solution included:
- Automated workflow to manage enrollment, sales, and redemption
- Self Service Portal for program members
- Program Administration Portal for program administrators to deliver personal services as required
- System Administration Portal for application administrators
- Reporting Workbench
- E-Statements for members to monitor activity, gage client satisfaction and provide for cross-selling opportunities

System Highlights:

Member Statements (tier level, current points balance)

Real-time connections Statements (current month, other period) provides consumer with up-to-date balances and personalized promotions

Print Statement (integration with print provider)

Search Rewards (search by category, points, etc.)

Browse Rewards

Products Module

Manage Products Administrative Portal

Purchase Rewards (by points, by credit card or by combination)

Purchase Points

Points Expiration Module

Flexible, promotional business rules which can be tailored in order to 'incent' and reward the most loyal customers

Centralized control of multiple loyalty programs geared towards multiple sites (white label programs)

Protection against duplicate transactions

User Profile/Preferences

E-Mail Statements with Subscription Module

E-Statement Distribution

Booking Engine Integration

Admin Module

Summary information on a per-site basis, enabling individual managers to check transactions, points awarded and redeemed, and prizes won during the period.

Reports Module: > Transaction history
> Fraud reporting
> End of day reports
> End of shift reports

Results

Using the Self Service portal program members are able to quickly access and edit own profiles, look up and verify account balance, review account transactions, print member statements, as well as contact the program administrators. Self service portal also provides members with a view into the program's product offerings and allows for easy and intuitive redemption of account credits.

The Program Administration Portal offers the capabilities of Searching, Viewing and Editing of Member Profiles.