



## Recovery Offers

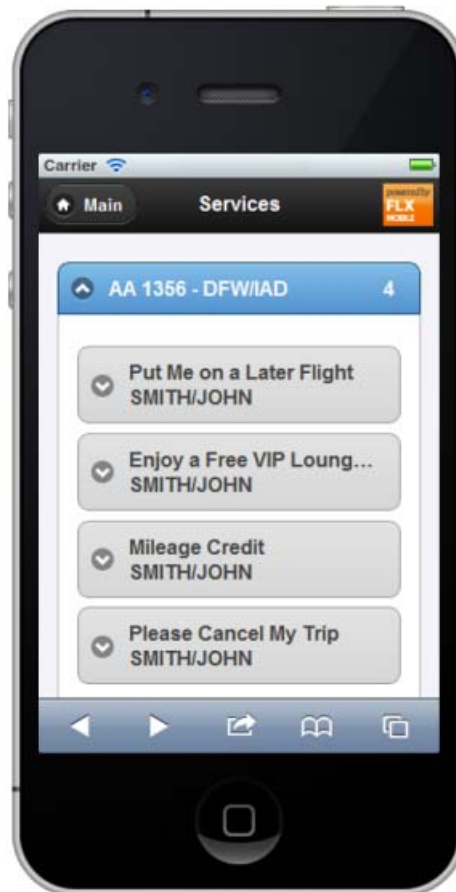
For those of us in the northern hemisphere, spring is here! The temperature is warming, and the snow is finally melting. It was a great winter if you love skiing and sledding, but it was quite miserable for airlines trying to run on schedule. The delays and cancellations added up quickly, leaving passengers frustrated and airlines stretched to accommodate everyone. And while the good news is that the weather is getting better, there will still be storms, equipment troubles, and a myriad reasons why flights get delayed and canceled.

As an airline there's often nothing you can do about such troubles, but your customers usually don't see it that way. You can however make the rebooking and re-accommodation process as simple and pain-free as possible. This is exactly where FLX Merchandise can help.

Today, most airlines send emails and/or text messages to impacted travelers and those messages are usually limited to two choices for the travelers: 1) go with the auto-rebook on another flight (chosen by default by the airline), or 2) please call customer service.

But with the power of FLX Merchandise and personalization, a "Recovery Package" can be offered to the traveler that can turn a negative,

frustrating situation into a positive experience with the airline—and we all know how word-of-mouth can impact customers' feelings towards an airline.



Imagine this: a flight gets cancelled and traveler John Smith gets a text message directing him to his personalized recovery offer, where he can simply and easily choose from a few options that best meet his needs, as well being offered some perks to make the ordeal a little easier to manage.

For the airline, this a two-step configuration process done through FLX Merchandise.

**Step 1 – Airline configures different individual offers that can be used in the “Recovery Package”**

Below is a configuration sample for items that can be offered as part of the recovery process. Note that eligibility conditions/restrictions can be used in this step (individual item configuration) as well as in the next step (configuring the package content). For example, the item “Credit to Loyalty Account” defines different levels of compensation. A Tier 1 Loyalty member will receive a mileage credit offer of 10,000 miles while the Tier 2 or Tier 3 level will receive a 5,000 mileage credit.



**Step 2 – Airline configures “Recovery Packages” (Bundles) containing any number of available items**

The screenshot below shows four different “Recovery Packages/Bundles” configured. Follow the node “CANCEL Recovery Pkg1 / Flight XLD (same day options) / Package Items / Condition Sets” and notice that this package is offered under one of the two condition sets defined – (a) traveler is a Tier 1 Loyalty Program member or (b)

traveler’s flight is booked in Y, B or M class. This package offers

- Alternate flights**
- Lounge Access**
- Miles Credit**
- Refund Option (no fee)**

And if traveler is a Tier 2 member, the package content is different as it does not include the refund option without penalty.

**Remember, these are just a few of the many types of offers your airline could make depending on what your airline determines to be a best practice in servicing a traveler during a trip interruption.**