



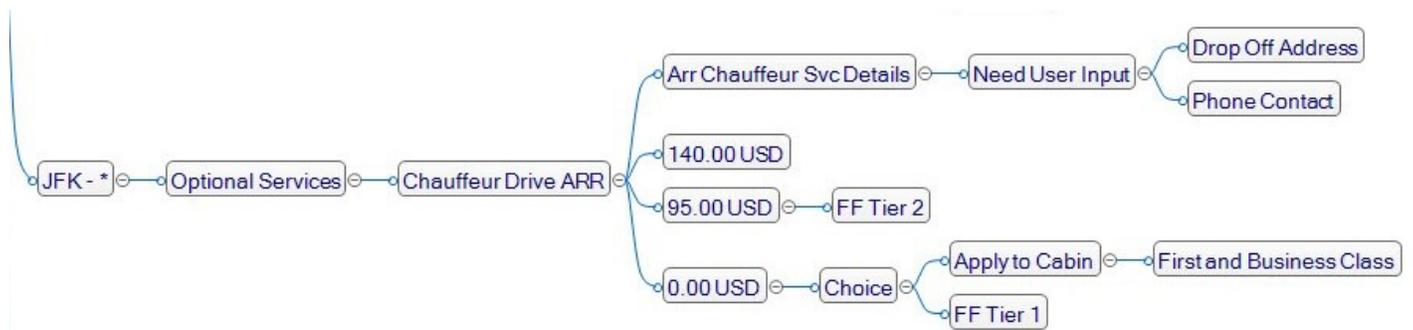
Chauffeur Services:



Airline Merchandising isn't always about creating value by selling additional products and services. Very often, using merchandising to reward loyalty can be just as beneficial. Loyal and high-value customers often expect a certain level of service, and retaining these customers by providing certain perks can be extremely valuable. This brings us to today's Use Case Challenge...

Today's Challenge: Chauffeur Services

In this example, an airline wants to offer chauffeur drive services at departure and arrival for travelers in the first- and business-class cabins who have the highest level of frequent flier status. In this example, we'll focus on the arrival portion of the offer. Let's see how this looks in the offer designer...



Follow the JFK - * node to the 0.00 USD node (previous page). In this scenario, the service is offered at no charge for those travelers in first and business class, who also are members of the Tier 1 frequent flier program.

As a premium carrier, the airline wants to offer this white glove service to keep its most loyal customers happy. Happy customers ultimately result in more revenue. Happiness equals loyalty!

But let's also not forget that sometimes travelers who don't have that upper echelon of status may like to splurge and be treated like airline royalty. FLX Merchandise makes it easy to also give travelers the option to be treated like those Tier 1 travelers.

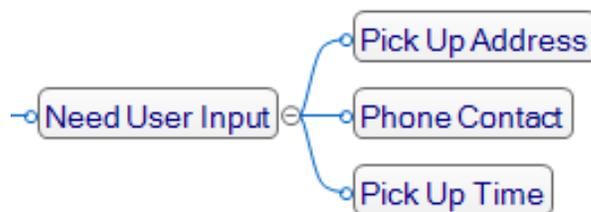
Merchandising Tip: Services like these require additional information to be provided by the passenger, such as address, phone contact, etc., so configuring the offer for the collection of data at the point of sale is key. FLX Merchandise allows configuration of the type of controls and instructions needed to fulfill the offered service. In this case Address / Contact Info / Pick-Up Time are required. Other cases may need to provide a drop-down or list in the POS application for user selection.

Notice the other two price points, 95.00 USD and 140.00 USD. Tier 2 travelers are offered the service for a \$95 fee, while those travelers without status, but who may want to be treated to the white glove service, can purchase it for \$140.

FLX Merchandise's flexibility makes it easier for airlines of all types to offer services to travelers as either a loyalty reward or a purchasable service.

No matter what an airline's merchandising strategy is, FLX Merchandise offers the flexibility and functionality to help the airline succeed in merchandising.

These configurable 'Booking Instructions' are passed to the POS application via the IATA NDC-compliant API.



Got a merchandising idea for the FLX Merchandise Use Case Challenge? Send us an email with your idea!

usecasechallenge@farelogix.com

