

## Air France & KLM turn to ICLP to take Flying Blue to greater heights

ICLP is selected to extend the loyalty proposition and improve the member experience.

**11 June 2012:** Air France and KLM are enhancing their frequent flyer programme, Flying Blue, with the help of leaders in loyalty, [ICLP](#). The enhancements include the launch of the [Flying Blue Store](#) which will allow members to redeem their Award Miles online for the first time, with a wide range of strategic partners.

The Flying Blue Store will significantly streamline the non-air awards redemption process for members. Whereas previously, members would have to request a paper voucher via fax or post, they can now manage this online at the Flying Blue Store, delivering an enriched member experience. The improved redemption process also offers Air France and KLM significant commercial efficiencies.

To complement the redemption options available through the Flying Blue Store, ICLP has also worked with Air France and KLM to enable members to earn additional Award Miles through the [Flying Blue Earn Online](#) platform. From over 3,000 global partners, 350 online retailers have been individually selected across France, the Netherlands, Spain and UK and offer a tailored and localised proposition to Flying Blue members in these markets.

Flying Blue Earn Online rewards members for purchasing everyday items across a wide range of categories including food and drink, clothing and fashion, utilities and electrical goods and gadgets. Online webshops of retailers, which include well-recognised brands such as La Redoute, bol.com, Marks & Spencer and fnac.com, have been chosen due to their local relevance and popularity amongst members.

The new online redemption and earning propositions utilise the platforms of ICLP's sister company [Collinson Latitude](#), who specialise in developing proprietary products to drive greater engagement and enhance loyalty. Together these products offer Flying Blue members a more integrated engagement platform, initially available in French, Dutch, Spanish and English. In addition, online customer support is being extended for members to submit and manage any retrospective claims for missing miles with over 350 partners, including their Air France or KLM flights.

Jean Marc Pouchol, Director Flying Blue comments: "ICLP clearly has

the airline experience, loyalty specialism and vision to support us in providing an enhanced and smooth online Flying Blue member experience within the Flying Blue programme. The team has delivered an innovative solution uniquely tailored to the needs of our members to increase engagement which also supported us in realising greater business efficiencies."

Mignon Buckingham, Managing Director, ICLP adds: "We're thrilled to be working with Air France and KLM to transform their loyalty proposition online, introduce new innovations and create a number of firsts for Flying Blue. The additional earning and redemption opportunities combined with the provision of an integrated, customised online experience will enhance member engagement and positively strengthen their brand loyalty.

With a global footprint and local market coverage, ICLP is looking forward to supporting Air France and KLM with the future growth of the Flying Blue programme into new geographies, seamlessly integrating new partners, generating more interaction with their members and ultimately improving the commercial success from their loyalty investments."

Following the initial implementation across the UK, France, Netherlands and Spain, Air France and KLM is looking at rolling out the new enhancements across Europe, Asia Pacific, and the Caribbean.

For more information, please contact:

Silvia Mincperger Account Director T: +41 44 533 30 36 E:  
[silvia.mincperger@iclp.ch](mailto:silvia.mincperger@iclp.ch)