

# iRedeem – A Global Airline Case Study

## Background

The airline's objective was to implement a full ecommerce store to give members of their existing loyalty programme more ways to spend points. The ecommerce store would give the airline further opportunities to increase the number of loyal customers by ensuring that their members were fully engaged and interacting with their brand on

a regular basis.

With a large points liability, the ecommerce store would additionally offer an important platform for the airline to encourage points spend amongst existing members.

## Challenge

To implement a fully functional ecommerce store platform which could be integrated with other aspects of the airline's existing loyalty programme functions.

To create an engaging shopping environment which would encourage members to spend their loyalty currency on high-perceived value items to drive regular visits to the store.

## Solution

Collinson Latitude proposed iRedeem, an online redemption programme designed to encourage spend of loyalty currency on a range of exciting travel and lifestyle rewards. iRedeem can be integrated into an existing points or membership system.

iRedeem provides the airline with a customised reward offering suitable for all types of members inclusive of frequent and infrequent flyers. The technology gives the airline the ability to segment customers according to tier status, therefore enabling the airline to offer specific rewards – be they seasonal or targeted to particular programme members.

Homepage

In addition, iRedeem offers digital marketing and analytical features so the airline can maximise use of customer data and add value around the customer experience.

Collinson Latitude sourced the region specific partners for the ecommerce store, giving members the opportunity to spend points on physical products and gift cards with their favourite brands from electronics to fashion and accessories.

iRedeem is a dynamic, flexible solution that can grow in line with the changing needs of customers, using Collinson Latitude's 25 years of technology development and loyalty

## Collinson Latitude's Strengths

To support a loyalty programme, Collinson Latitude can also fulfil a full service proposition. This includes more than just an ecommerce store – from integration with the existing 'earning' ability, to creative strategies through to fulfilment once customers have spent their points currency.

Full service management includes: • Consulting • Partnership management • Operational management

- Creative expertise • Digital marketing and analytics • Dedicated support

## Results

- Three months implementation and integration

## • Thirty million points burned in the first two month period

- Launched a points only redemption store to millions of members allowing them to redeem points on a number of select reward categories
- Integrated redemption platform with existing loyalty programme
- Strategic partners acquired for airline's relevant demographics

## • Configured ecommerce store platform to work with multiple supplier fulfilments

## The Collinson Group – pioneers in revenue growth

Collinson Latitude is a global provider of innovative products that deliver incremental

revenue for brands and product enhancements for reward and loyalty programmes.

We are part of The Collinson Group with over 25 years' experience in memberships, loyalty and marketing services, supporting relationships with seven million of our own end customers.

Our flexible products deliver relevant and rewarding customer experiences by adding value and choice to memberships and loyalty - complemented by highly engaging promotional applications to drive greater programme participation and customer engagement.

We give brands across the travel, financial services, telecommunication and retail industries the tools to reach their full profit potential through products that generate and sustain active, loyal and profitable customers for life.

## **Contact Us**

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