

Miles & More

Unlocking incremental revenue streams and rewards participation

Travel

Europe

Higher engagement

Less cost

More revenue



Challenge

- Miles & More wanted to reduce the time it takes to achieve an award flight and unlock new opportunities to generate revenue.
- Insight showed a significant group of customers were close to achieving an award flight but also a churn risk due to infrequent earning behaviour.

Let our experts guide you in detail. Drop us mail at info@loylogic.com.



Solutions

- Loylogic launched the first subscription-based service to enable members to accelerate their everyday mileage accruals by up to 3X.
- Customers have the flexibility to configure their subscription package to earn up to 250,000 miles on flights, credit cards and partner offers.
- Customer insights informed decisions on the key segments to target, package pricing and mileage limits.
- Loylogic supported the customer launch with an integrated marketing campaign focusing on education and driving trials with a limited time introductory discount.



Results

- **More revenue:** Unlocking a new incremental and highly profitable revenue stream for the program.
- **Less cost:** Engaging members from all tier segments and reducing time to value (earn & burn cycle).
- **Higher engagement:** Reduced time to market and costs by building on top of the existing Loylogic e-commerce platform.