



ATTRACT, ENGAGE AND RETAIN FLYERS WITH UNLIMITED TRAVEL OPTIONS

Everyone loves to travel. And Switchfly can help you offer more travel options to your audience or members. Whether you sell airline tickets and want to capture more share of the traveler's wallet, or want to expand your loyalty program to include travel as an option to spend points, Switchfly can help you get to market – and profitability – fast. Our industry-specific solutions, powered by our state-of-the-art enterprise cloud platform, can be deployed under any brand in any country in the world with a consistent customer experience across all channels and touch points.

TRIPLE YOUR REVENUES WITH CUSTOMIZABLE ANCILLARIES

Airlines have a unique opportunity to leverage selling only air tickets to becoming more of a full-service online travel agency. Your customers want a smooth, painless and confusion-free purchase experience that feels customized and rewarding. Deliver what they want while operating efficiently and profitably with Switchfly Air; an extensible end-to-end web and mobile solution for streamlining your direct booking path and for selling ancillaries, bundles and more.

PACKAGE TRAVEL PRODUCTS FOR THE BEST EXPERIENCE

Sell flights, hotels, car rentals, insurance and activities, either as standalone products or bundled packages – all under your unique brand.

HOTEL

Over 200,000 hotels are available through the Switchfly platform.

CAR RENTAL

Switchfly supports car inventory through direct connects and through online aggregators. .

AGENT TOOLS

Switchfly's platform provides call center agents access to a comprehensive toolbox that allows them to assist customers through every phase of the shopping-and-booking process..

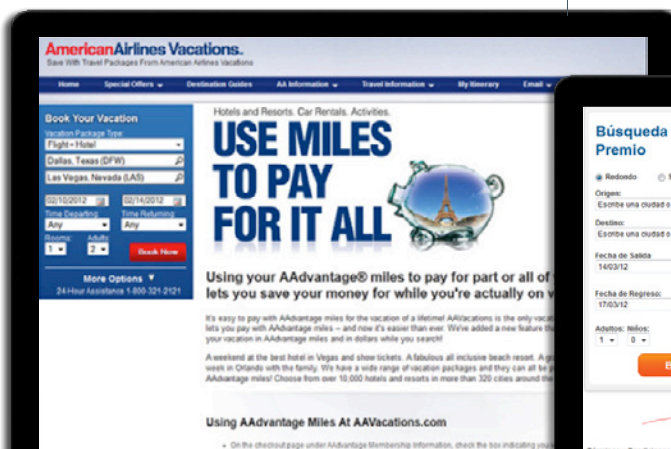
ACTIVITIES

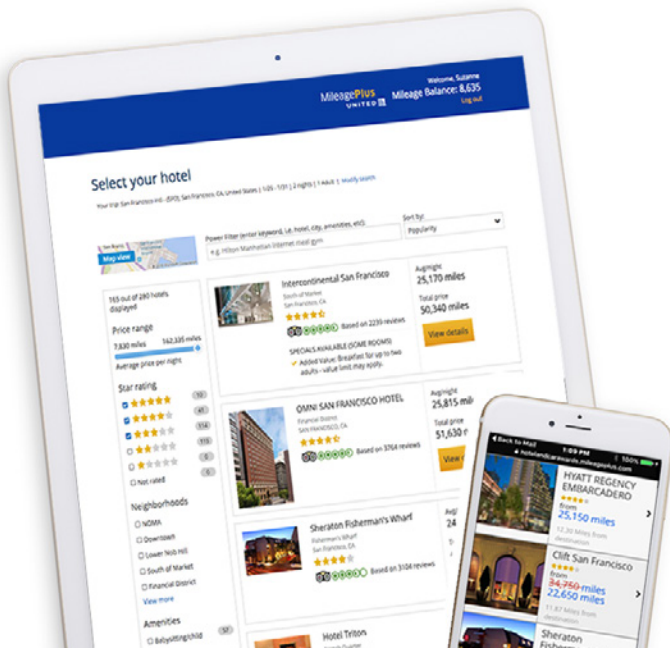
Over 10,000 different activities are available through the Switchfly platform, or clients can add their own.

INSURANCE

Provide customers with insurance to help protect the costs of their upcoming trip.

Enable rapid deployment and ongoing optimization of state-of-the-art online travel experiences and marketing programs, helping you stay current in terms of inventory, content and cutting-edge business features.





CLIENT SUCCESS

Location: Chicago, Illinois, USA
Industry: Airline
Employees: 88,500+

SOLUTION SUITE: Switchfly Air

PRODUCTS: Switchfly Internet Booking Engine, Third-Party Ancillaries, Loyalty

SUITE HIGHLIGHTS

- Hotel and car awards for airline miles
- Automatically converts cash price to miles
- Multiple languages

ADVANCED FEATURES

- Cash to mile conversion rates based on CRM score and existing MileagePlus segmentation rules
- Omni-channel
- Complete brand match and SSO integration

“THE KNOWLEDGE OF MEMBER

BEHAVIOR GAINED FROM ACTIVITY ON THE SWITCHFLY PLATFORM HAS BROUGHT US CLOSER TO PERSONALIZED OFFERS, WHICH OUR MEMBERS HAVE ASKED FOR.”

– MICHELLE BROWN,
UNITED AIRLINES

RESULTS

- Increased post redemption mileage earn
- Growth in unique redeemers
- Increased engagement with members in strategic markets
- +10% growth in member conversion rate
- Double-digit YoY growth in hotel and car redemption

OFFER YOUR MEMBERS A GLOBAL REDEMPTION OPPORTUNITY

The most successful loyalty programs understand that the key to long-term member engagement is to provide value for members when redeeming their loyalty currency. With Switchfly Air, members can use their hard-earned loyalty program currency not only for flights, but also for hotels, rental cars, activities and insurance while they are there.

DELIVER PERSONAL COMMERCE ON A GLOBAL SCALE

With Switchfly Air, you can access a global market of travel experiences, targeting specific audiences with relevant content, through multiple channels and product lines. You can offer customers a wide variety of redemption options, such as flights, hotels, car rentals, or virtually any travel product available through your brand, through your alliance partners or through Switchfly. Use fixed point award redemption or dynamic point award redemption; the choice is yours. Powerful analytics and real-time decision engines deliver contextually rich customer engagement. These are used to tailor messaging, merchandise, product inventory, pricing and offers for each individual customer. Data and BI captured on the Switchfly platform can automatically integrate with a client's CRM for marketing, sales and/or loyalty communications.

RAPIDLY CREATE, LAUNCH ANALYZE AND OPTIMIZE

Switchfly Air empowers marketing teams to be agile in rapidly creating, launching, analyzing and optimizing programs and offers. This runs the gamut from easily running A/B campaigns, to profiting from continuous testing, to making more informed decisions based on world-class analytics. With smarter utilization of marketing resources and funds and less time spent executing day-to-day marketing activities, you can focus more on strategizing where and how to grow. Switchfly Air supports the fastest time to market because it plugs right in to existing infrastructure and operates from the cloud as an ever-improving platform.

ABOUT SWITCHFLY

Switchfly, Inc. is a global technology company that powers travel commerce, loyalty program engagement and ancillary product offerings for the leading airlines, hotels, online travel agencies and financial service providers. The company's global client roster includes American Airlines, JetBlue and LAN Airlines; IAG Avios, Lufthansa Miles & More and United MileagePlus. For more information, email sales@switchfly.com