

Airline Flight Awards

DATA SHEET

POWERING
TRAVEL
EXPERIENCES



Product Overview

- Flight redemption technology platform
- Matches your brand & messaging
- Integrates with existing websites

Advanced Functionality

- Fixed or market-priced mileage requirements
- Miles & Cash at checkout
- Alliance partners
- Single Sign-On

Other Benefits

- Online cancel and modify
- Enhanced agent tools
- 1:1 Marketing support

HOW SWITCHFLY INTEGRATES TO YOU

Switchfly presents airline and frequent flyer programs a sophisticated flight awards channel offering both traditional fixed as well as market-priced awards. Switchfly's flexibility makes it easy for frequent flyer programs to create the specific redemption experience they want for their members. Our sophisticated system can search price and availability through any GDSs or ITA and book in a completely separate system. Our platform additionally supports alliance partner rewards, allowing your members to take maximum advantage of their mileage points.

FULL PRICING CONTROL

Switchfly allows you to price award tickets using traditional fixed price, market based price, or a combination of both.

Traditional Fixed Awards

Switchfly offers traditional fixed mileage awards where the ticket price is a set mileage amount. Provide your customers with real-time access to seat availability using familiar online booking tools.

Market-Priced Awards

Offer your customers ultimate value for their miles using Switchfly Market-Priced Awards. Market Priced Awards calculate mileage requirements dynamically based on the cash price of tickets.

Combination

Airline and FFP partners can offer their members complete flexibility by implementing both traditional and market awards. Allow members to redeem traditional awards when available and convert the cash tickets to miles for dates when traditional awards are sold out. (See image on next page)

INTEGRATED SEGMENTATION RULES

Airlines and FFPs can differentiate pricing, messaging, and inventory based on multiple member segments. The Switchfly platform can be configured to match pre-existing member segments in order to provide continuity with overall corporate segmentation marketing efforts. Airlines or FFPs simply define their segments and then work with Switchfly to configure the settings in our system.

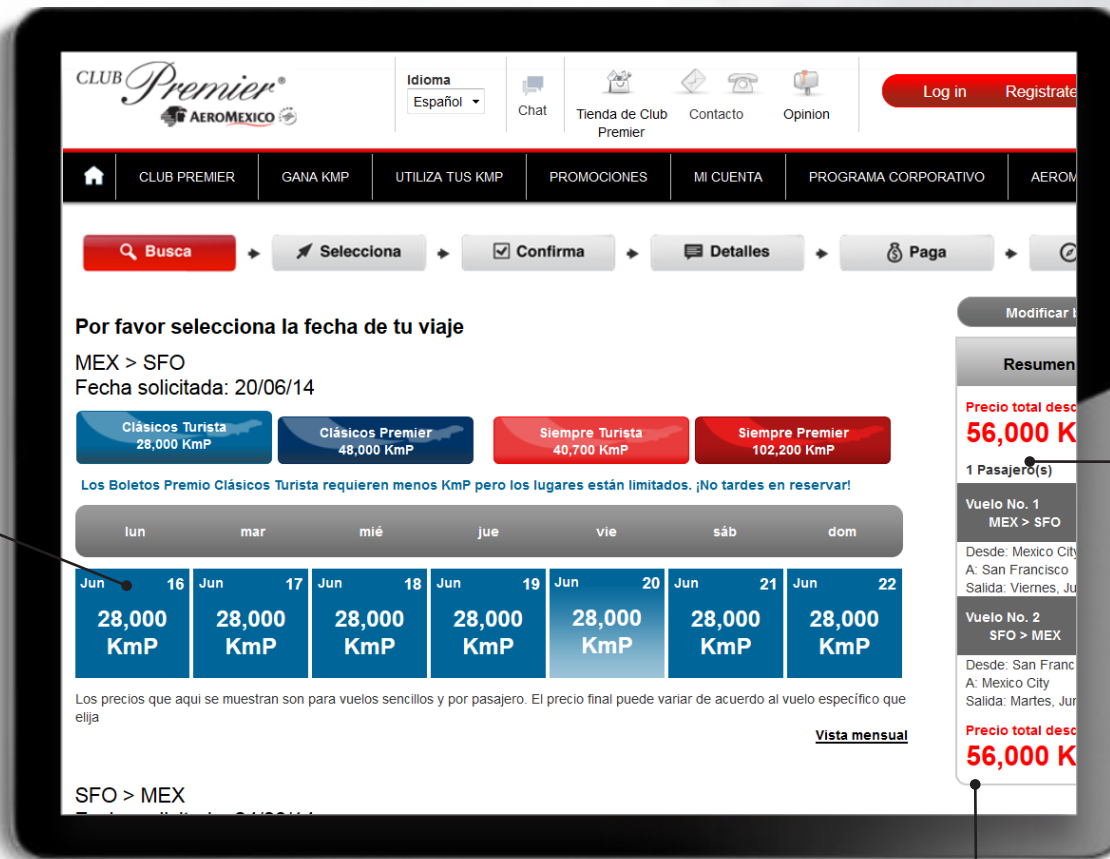
INTEGRATED SYSTEMS

Single Sign-On (SSO) is a session/user-authentication process that permits a member to enter one username and password on a client site, and then securely access the Switchfly site "logged in" without being prompted to log in again.

ALLIANCE PARTNERS

Airline partners have the ability to let their members redeem their miles for any of their alliance partners. Conversion rates and rules can be customized per partner. (See image on next page)

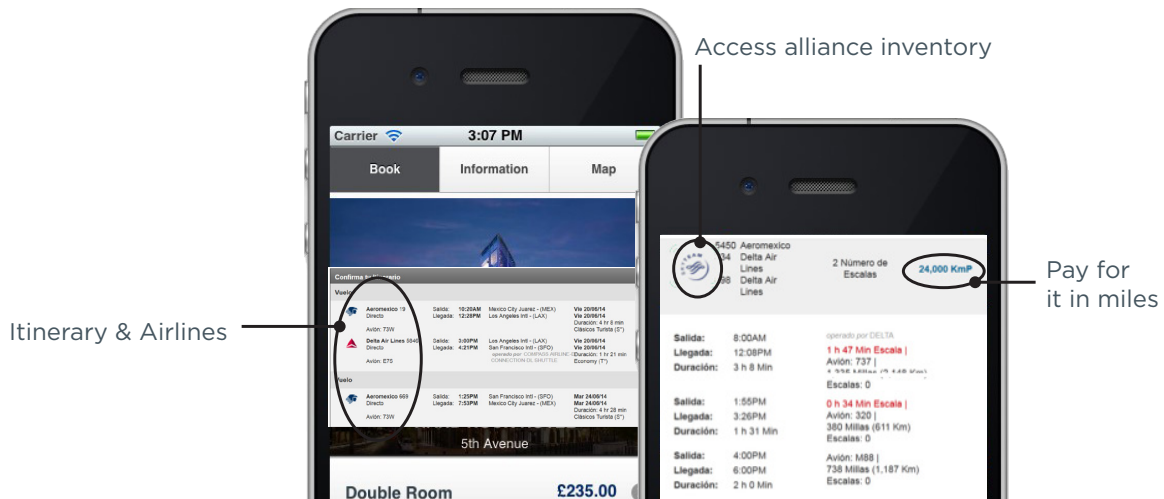
Offer members a combination of Traditional & Dynamic awards



Traditional Fixed Awards for Economy (Clasicos) & First Class (Premier) cabin

Market-Priced awards for Economy (Clasicos) & First Class (Premier) cabin

Market priced awards where the point value is calculated dynamically based off of the cash value



Itinerary & Airlines

Access alliance inventory

Pay for it in miles