

# ATTRACT, ENGAGE AND RETAIN GUESTS 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 hotel rooms and want to capture more share of the traveler's wallet, or want to expand your loyalty program to include travel as an option 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.

## GIVE YOUR GUESTS THE BEST EXPERIENCE POSSIBLE

flexible travel experiences to choose from. Switchfly Hotel is a flexible solution for cross selling travel products to your guests. Fast and easy ancillary merchandising

- Diverse multi-source supply
- Access to GDS air inventory
- OTA parity functionality
- Revenue managed pricing by segmentation
- Premium content; images, descriptions, maps and TripAdvisor reviews
- Package or standalone
- Loyalty program integration (offer core, alternate or partner awards)

## 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.

### AIR

Switchfly can customize airline integrations based on your specific business needs.

### 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.



## LOYALTY ENGAGEMENT

Hotels, resorts and casinos are always looking at ways to better reward their most loyal customers by offering an enhanced number of redemption options beyond their night's stay. Now you can actively encourage your members to use their loyalty program currency and increase customer engagement by offering members unparalleled redemption options including a breadth of inventory from leading suppliers with a wide range of price points. 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. Switchfly Hotel enables the 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.

## OFFER YOUR MEMBERS A GLOBAL REDEMPTION OPPORTUNITY

Switchfly Finance empowers marketing teams to be agile in rapidly creating, launching, Sell virtually any travel product, to anyone, anywhere in the world, on any device, through any form of payment. With Switchfly Hotel, members can use their hard-earned loyalty program currency not only for hotels, but also for flights, rental cars, activities and insurance while they are there. Program members who redeem regularly show increased engagement and earn more. Loyalty programs with more travel choices will result in enhanced customer satisfaction regarding the utility of the program and positive customer feedback regarding their experience with the brand.

## DELIVER PERSONAL COMMERCE ON A GLOBAL SCALE

With Switchfly Hotel, 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 that are meaningful to them as individuals, such as hotels, flights, 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 Hotel 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 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](mailto:sales@switchfly.com)



## CLIENT SUCCESS

**Client:** Marriott

**Location:** Bethesda, MD, USA

**Industry:** Hospitality, Tourism

**Employees:** 199,900

**SOLUTION SUITE:** Switchfly Hotel

### SUITE HIGHLIGHTS

- Dynamic packaging for Vacations by Marriott
- Automatic conversion of cashpricing to points
- Real-time availability

### ADVANCED FEATURES

- Customer segmentation
- Ability to reward by customer tier
- Funnel analysis, A/B testing and dynamic reporting
- Customized sales and promotions
- 100% match to brand and messaging

**“WE ACHIEVED OUR OBJECTIVES OF STRATEGIC A/B TESTING, IMPROVING OUR USER EXPERIENCE, AND ARE EXPANDING INTERNATIONALLY.”**

**– NATE KELLAR, OPERATIONS MANAGER, MARRIOTT INTERNATIONAL, INC.**

### RESULTS

- Improved product quality
- Automated revenue management
- 35% YoY gross sales growth
- 44% YoY growth in conversion rates
- 46% YoY growth in bookings