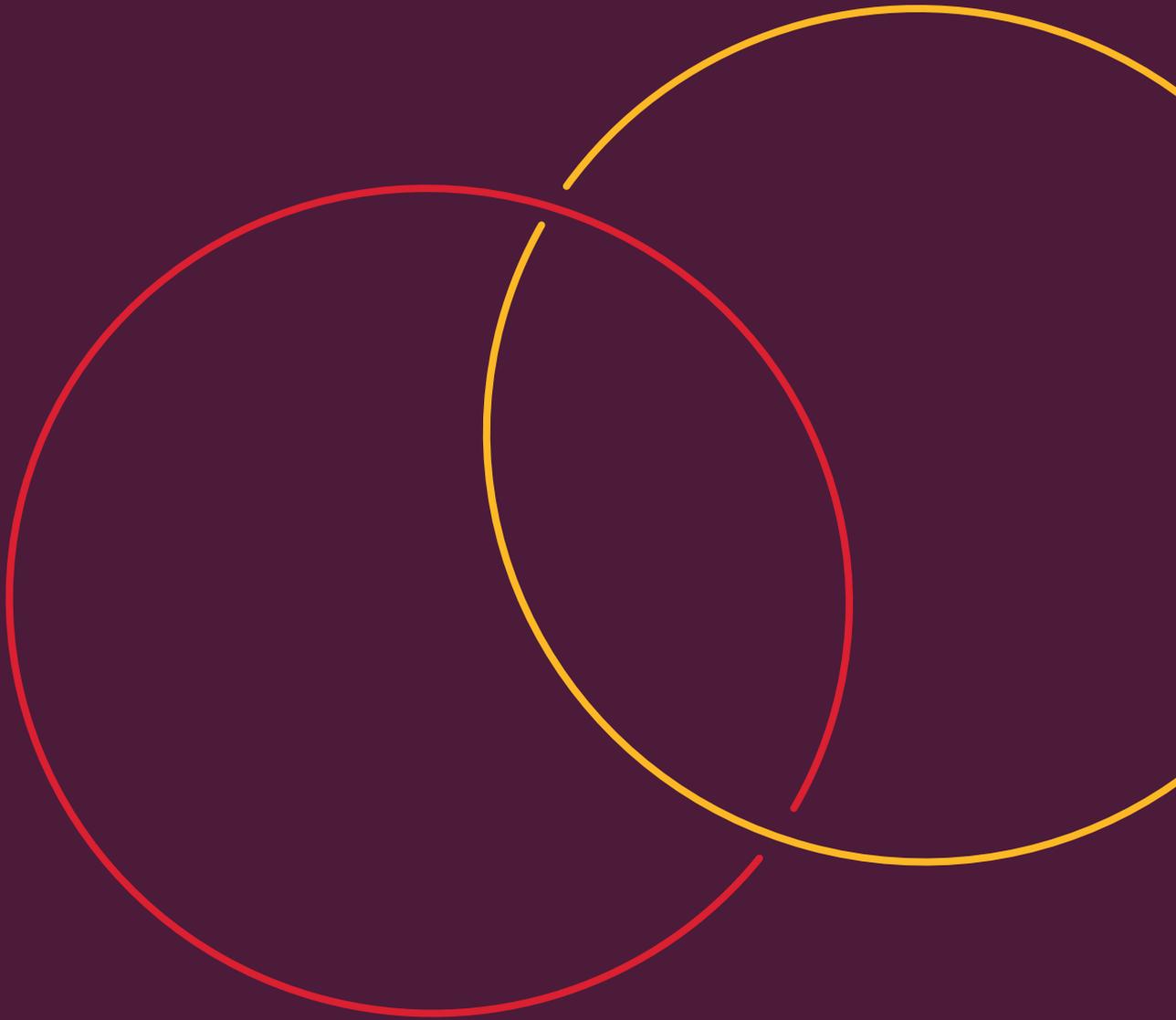


Asia Miles Case Study

# OpenJaw increases miles redeemed 10 fold for Asia Miles



# Over 8 million Asia Miles members and 700+ programme partners worldwide

## Background

Asia Miles is the leading travel and lifestyle reward programme in Asia and has more than eight million members and 700 programme partners worldwide. Members are mostly from Hong Kong, Mainland China, North America, Taiwan, and the Philippines.

Asia Miles currently has more than 20 airline partners, 400 dining partners, 150 hotel partners, 40 finance partners and more, that offer Asia Miles members extensive opportunities to earn miles by spending daily. Members can also redeem from more than 1,800 travel and lifestyle awards, such as hotel stays, dining packages, shopping vouchers, electronics, concert tickets and other exciting leisure items.

Travel related rewards are the most desired and most effective at driving members' activation. Travel products are therefore a core element of the Asia Miles strategy.

Asia Miles is managed by Asia Miles Limited, a wholly owned subsidiary of Cathay Pacific Airways Limited.

## The Challenge

Asia Miles was established in 1999 as a loyalty programme of Cathay Pacific Airways to offer benefits mainly to frequent flyers. Asia Miles is keen to develop no-air travel reward categories so there are more choices for members worldwide.

In 2014, Asia Miles recognized the need to improve non-air travel related rewards in order to increase programme activation. However Asia Miles is hindered by inefficient legacy technology by hotel and Car redemption. Members had to contact designated agent directly and specify it was an Asia Miles redemption prior to booking a reward.

The cumbersome experience significantly affected redemption rates and member satisfaction, threatening programme profitability. In order to overcome this challenge and drive value to the membership base, Asia Miles sought to improve the Hotel and Car redemption experience by bringing it online at [www.travel.asiamiles.com](http://www.travel.asiamiles.com), with sales and servicing support provided by agents in the contact centre.

Asia Miles saw an opportunity to leverage technology and develop a more rewarding travel redemption experience based on the t-Retail Platform that OpenJaw has developed for Cathay Pacific Airways. The enhanced Asia Miles redemption platform delivers member satisfaction, today and in the future.

## The Solution

### Multi-Channel Approach

The t-Retail Platform provides the B2C portal [www.travel.asiamiles.com](http://www.travel.asiamiles.com) where Asia Miles' members can enjoy a seamless travel redemption experience for Hotel and Car rewards. An interface in the Asia Miles contact centre enables agent sales and servicing.

### Localisation

In order to meet the demands of a global customer base, the redemption site supports five languages: English, Traditional Chinese, Simplified Chinese, Japanese and Korean.

### Redemption Shopping

The t-Retail Platform provides a seamless redemption booking flow for Car and Hotel products. Asia Miles members can search, browse and seamlessly redeem miles with instant confirmation.

### Redemption Pricing

Through the application of fine-grained Pricing Rules, the t-Retail Platform provides dynamic pricing for Car and Hotel, affording Asia Miles business users with a greater degree of flexibility to meet changing market conditions.

### Multi-Supplier Inventory

The t-Retail Platform enables Asia Miles to offer a greater choice of travel rewards by connecting to multiple Car and Hotel suppliers for redemption products.

### Redemption Payment

The t-Retail Platform automatically debits the Member's account so they can benefit from a real-time view of their account balance.

### Car Rentals

An inspiring browse and search interface makes it easy for members to discover and find the ideal car rental rewards from 13 countries.

### Hotel

Members can redeem miles from a catalogue of 60,000 hotel products featuring properties in any city in any country in the world. An advanced hotel search interface includes an interactive map search.

'Asia Miles is keen to develop new initiatives on the digital platform in order to strengthen members' overall experience, providing them with more options and greater convenience with regards to earning miles and redeeming awards.'

Michael Yung, Asia Miles

Head of eProduct & Technology Planning

## The Results

"Through this enhanced online redemption experience, members will find the easily accessible, detailed information helpful for making better informed decisions. Hotel and car rental award redemptions are among the most popular with our members who now enjoy the streamlined redemption process and instant confirmation."

Michael Yung, Asia Miles Head of eProduct & Technology Planning



### Hotel & Car Redemption

After the deployment of the t-Retail Platform in October 2014, Asia Miles experienced greater Hotel and Car redemption performance in the very first month.



### Miles Redeemed

Within 8 months, Asia Miles benefited from a close to 10 fold increase in miles redeemed.



### Flexible Revenue Stream

By successfully retailing Hotel and Car, Asia Miles has unlocked a new flexible revenue stream.



### Change in Strategy

Asia Miles now views Car and Hotel as important strategic assets.

## Before

- Limited Customer Knowledge
- Rewards constrained
- Limited revenue stream
- Poor customer experience
- Under value asset

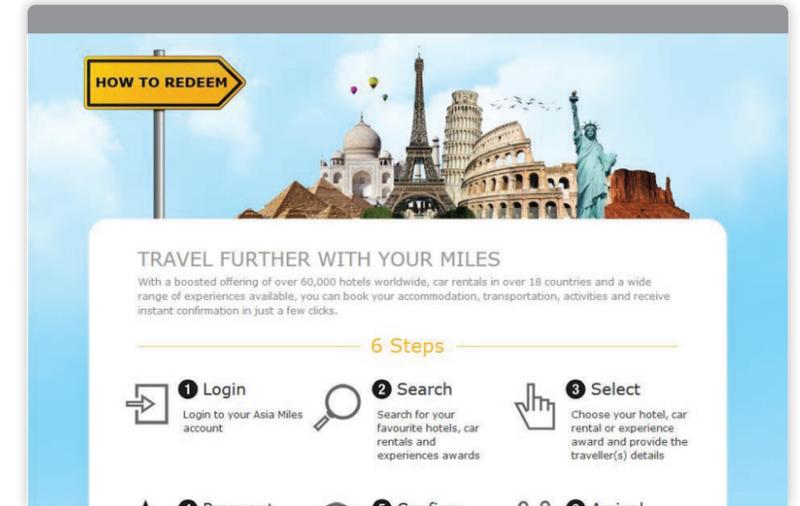
## After

- Richer customer insights
- Broad and profitable
- New and flexible revenue stream
- Better Member engagement
- Key strategic asset

## t-Retail in action for Asia Miles

### Redemption Shopping

Redeem miles with instant confirmation.



### Car Rentals

An inspiring browse and search interface.

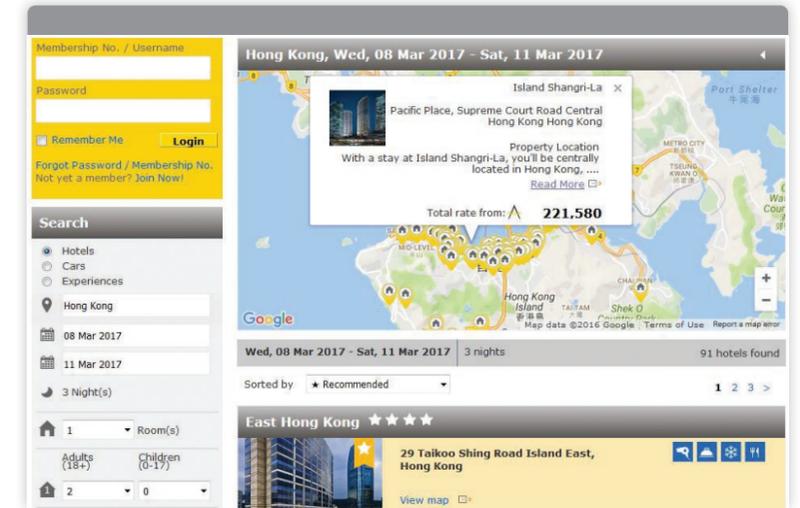
Depot

Location

Car group

Price

Date



### Hotel

Search using the interactive map search, filter and sort tools.

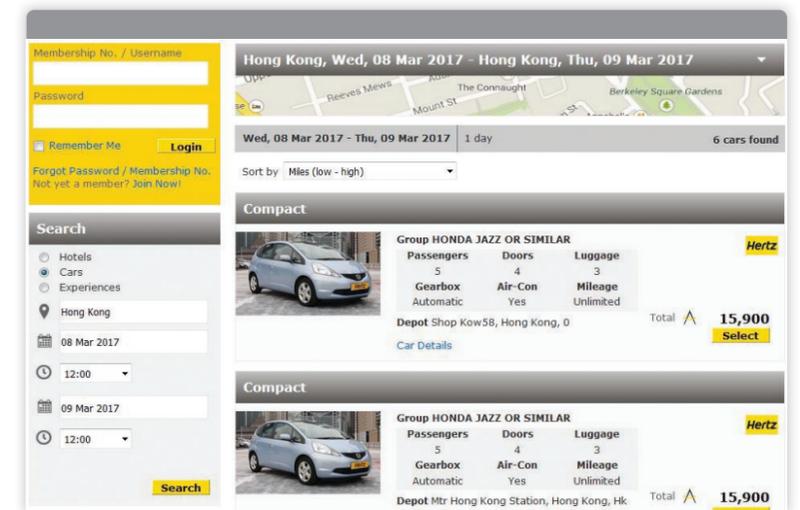
### Star Rating

Accommodation type (e.g. hotel, lodge, resort)

Hotel name

Hotel chain

Hotel products feature TripAdvisor ratings with direct link to TripAdvisor reviews.





### Who we are

Here at OpenJaw, we transform travel companies into travel retailers. The OpenJaw Platform, t-Retail, is the most powerful and comprehensive travel retailing platform available providing travel companies everything they need to retail all travel products to realise increase revenue and enable redemption. Our customers, who include some of the world's travel brands, agree with us.

### What's our 'secret sauce'?

OpenJaw believe that retailing is fuelling a revolution in how travel is purchased. Using the t-Retail platform, you have the ability to differentiate your travel brand by creating an unlimited combination of offers that competitors cannot match, establish direct relationships with suppliers, while avoiding all integration challenges and its available, right at your fingertips, from your own screen. Finally, you retain 100% control of your customer, by owning all of the customer behavioural and transactional data. This, guarantees that you deliver a personalised, tailored experience to every customer, every time.

### Why work with us

We know what matters most in travel. So, we have created the most powerful technology platform in travel today: t-Retail. And it gives travel and loyalty brands everything they need to retail travel products to increase revenue and enable redemption. The world's greatest travel and loyalty brands, seem to agree.

### Contact us

t. +353 (0) 1 525 7100  
e. info@openjawtech.com  
openjawtech.com



Comair Limited



BRITISH AIRWAYS



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CATHAY PACIFIC



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