



Mile for student sMile

Wizz Air Youth Challenge

1.1 About Student sMile program

Student sMile is an unique, first ever program which gives benefits to students flying with Wizz Air. A student who is a member of sMile, will get opportunity to receive special student offers anytime on airfare. But that's not all ! As student is flying more and more, except of all time offer, student will be able to unlock 3 more packages of higher offers i.e. student will collect sPoints.

sPoint can be earned for every 1€ spent on all qualifying¹ flights / tickets / upgrades, (excluding taxes). After collecting some amount of sPoints, they can be exchanged for better offers on purchasing tickets for any travel in Wizz Air network. The more you fly with Wizz Air, the better offer you will unlock. sMile membership is free, but once you get it, you will have to renew it every year, to prove you still have student status.

Students, members who travel and collect required number of sPoints will be able to unlock the following voucher offers:

- **S package** – 250 sPoints – 30% offer voucher
- **M package** – 500 sPoints – 40% offer voucher
- **L package** – 750 sPoints – 50% offer voucher
- ✓ **0 package** – sMile – 20% offer voucher

After collecting required number of sPoints to unlock offer, you will select offer you want and generate a voucher code. After you use a voucher code on purchasing a ticket by Wizz Air booking engine, system will reduce amount of spent sPoints but again generate a new sPoints by amount of how much you spent purchasing a ticket.

But there is more! When you become a member of sMiles, you will receive a **welcome voucher with 50% discount** on your first flight. Moreover, your first purchase will be marked as qualifying purchase to generate your first sPoints as well.

qualifying¹ means something you purchased by yourself. If you won a free or gifted flight it won't generate any sPoint.

1.2. So you are asking yourself, how do you become a sMile member?

To request a sMile membership you will have to have wizz.air account, to be between 19 – 25 years old and to have a student rights which can be proved by your university.

1.3. What documents you need to apply for sMile?

sMile membership is only available to regular students, so you must be able to prove how you are currently studying as regular student at college or university.

When applying you will have to provide **one** of the following documents:

1. A copy of International Student Identity Card (ISIC) or your university student identity card **which is clearly dated*** and indicating you are a regular student.
2. A signed and dated document from your university stating that you are a regular student. We prefer an original copy, although photocopies and faxes may be accepted.

** if your student card is not dated, please skip 1st option.*

You will also need:

Proof of your date of birth (for example: passport, birth certificate, Official ID issued in your country of residence)

1.4. Do I have to renew my student status?

Short, yes! Every year you will have to resubmit your documents to prove how you are still a regular student. Every card will expire depending the documents you submitted.

After you are sure you will fit all requirements, let's do the easy part!

1.5. How to register and get sMile ID

Step 1. | Log in or register on wizzair.com

Step 2. | Depending on which platform you are:

1. WEB: > Click your name on right top of your page > Go to Your account > Your profile > DETAILS > Under 'SWITCH ON SPECIAL OFFERS' Mark 'request special offers for students' which will open a fields where you will be able to submit all your documents we mention above. > Click **CONFIRM**

** Your request is sent and it will be reviewed. Expect around 30 days that will take to receive your sMile account number with which you will log into your sMile account.*

2. MOBILE: Log into WizzAir app, click on menu icon [≡] > scroll till the end of menu > ACCOUNT > Your profile > Click EDIT > Under Travel documents you will see 'Student documents' > click on [⊕] Add document and request sMile ID > Click **Save**

** Your request is sent and it will be reviewed. Remember even tho you might have added you ID/Passport info in travel document above. You have to send a scan of it in Student document to prove your date of birth.*

Step 3. | Wait 😊 Yes, we all know waiting is so boring! But it's worth it 😊 Remember, once your receive your sMile ID there will be an 50% voucher offer waiting for you. So let's give our technicians a little time to proceed all the data.

How will you know that you are in?

You will receive an e-mail with notification how your sMile are activated and waiting for you to start a journey ! And in case you missed your e-mail, you will see a new account added next to your profile box*, sMiles profile with your sMiles account number which will be like: sX XXX XXX XXX

**we have idea to make sMile account details visible on wizzair.com account and make option on it to check/update/reactivate sMile account.*

Step 4. | Now if you haven't already, visit your App Store or Google Play and download Wizz sMile.

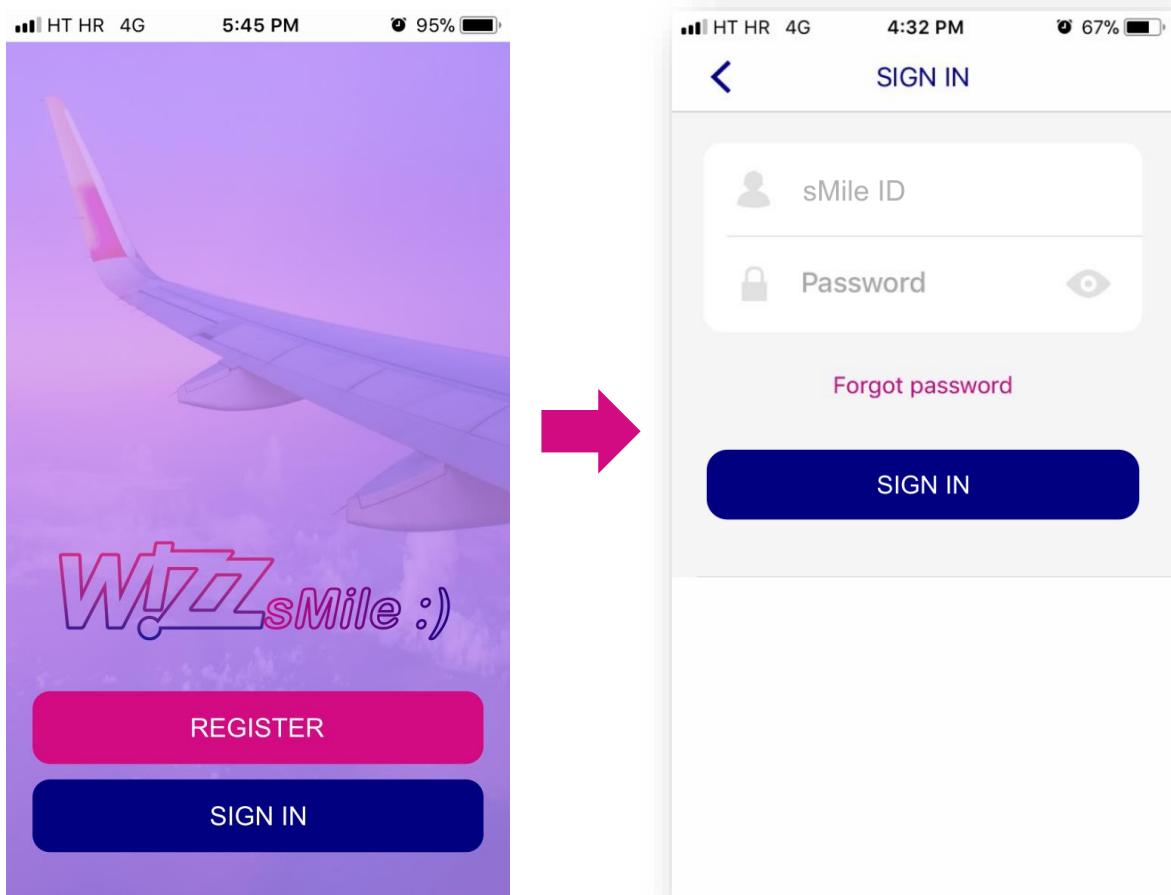
Step 5. | Use the sMile ID you received and your current wizzair.com password and let's get into the app and find the next destination to you!

2.1. sMile App

A sMile App will work pretty simply. It will generate voucher codes to give to student a code which they will use before they purchase a ticket. Surely sMile will be connected with Wizz Air account for booking to keep counting sPoints. It's something like a Mile card which airlines have. Along the mobile app, there will be online web sign in option as well.

2.2. Preview of sMile Mobile App

Sign in >



By clicking on [**REGISTER**] it will link student to wizzair.com where student will register *[look up on 1.5.]*

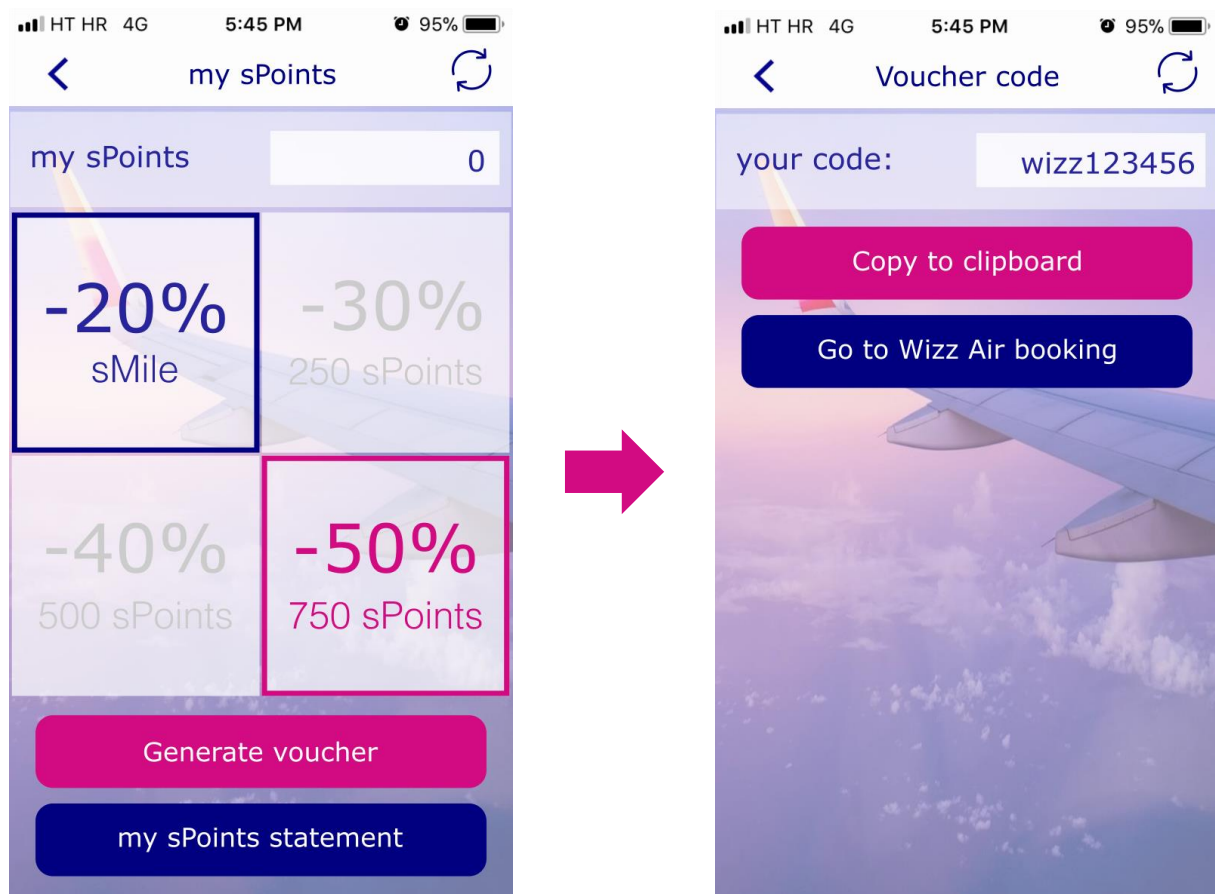
By clicking on [**SIGN IN**] student will open SIGN IN page where they will enter their sMile ID and password.

sMile and sPoints interface >

After signing in user will be able to see status of his sPoints and listed offer options. Bellow is example of first signing in and unlocked -50% off welcome offer.

Offers which will be able to unlock (depending on current 'my sPoints status) will be colored into [**pink**] and all time -20% sMile offer will be always [**blue**].

When student will have to renew his account all offers will be gray and it will indicate his sMile account is not active and s/he needs to provide new documents proving student status.



After selecting offer, student has to click **generate voucher** and it will show voucher code like it's shown on the *right side on screenshot above*.

Student will be able to **copy a code to clipboard** and connect to **Wizz Air booking engine**.

3. Why sMile?

When we received your Wizz Air Youth challenge Case study document, it was really hard to decide how to improve, change and develop in an amazing Airline like Wizz Air is. After few days of discussing, we agreed that the 5th part about Wizz customers is the most interesting to us. And the fact you pointed 'the growth potential lays amongst 18-24 years old group' – that was it, we decided this is our case!

We are students as well, and we were asking ourselves why we and our colleges don't travel by airplanes? What stops us? Do we all have the same reasons or? To be sure we took the right topic, we made one google form ([link](#)) where we asked our colleges for theirs reasons. Few facts we would like to point out are:

- Amongst **215 responses**, **89.8%** of students says that traveling by an airplane is expensive for a student budget
- We gave one example of traveling destination (Zagreb – Berlin) and we gave two solutions (bus vs airplane) which gave them interesting time and prices to compare.
 - **118 students of 215** had choose bus to travel with.
 - **112 of 118** said they had choose bus over airplane **because of the price**.
 - We decided to put only 20% discount on a ticket and asked 112 'bus' students would they change theirs mind and travel with airplane now or still stuck with bus.
 - **Only 3 students** said they would still travel with a bus.
 - **33 students** would *maybe* change their mind.
 - **76 students** would now rather travel by airplane than bus.
- We asked students about their opinion how would an airline 'attract attention of students'. The most common answer was – student discount.

We know that Wizz Air has already really low and affordable prices and a lot of offers all the time. But life of a student is often pretty unpredictable. We never know will we spend next summer vacation busy studying for autumn exams or we will be 'free like a bird'. Same goes with winter holidays and with all 'free days' we get. Moreover, there is a question about income which give us a new problem: Will we be able to afford a holiday in few months or no? Sometimes is really hard to plan something and when we plan, we hardly catch some good offers on airfare. I guess

it hurts the most, when after exam weeks, we come online and see all the offers and giveaways we missed..

So, we are asking ourselves, why we would not make some discounts for students? Even better, why we would not be unique and make a sMile program?

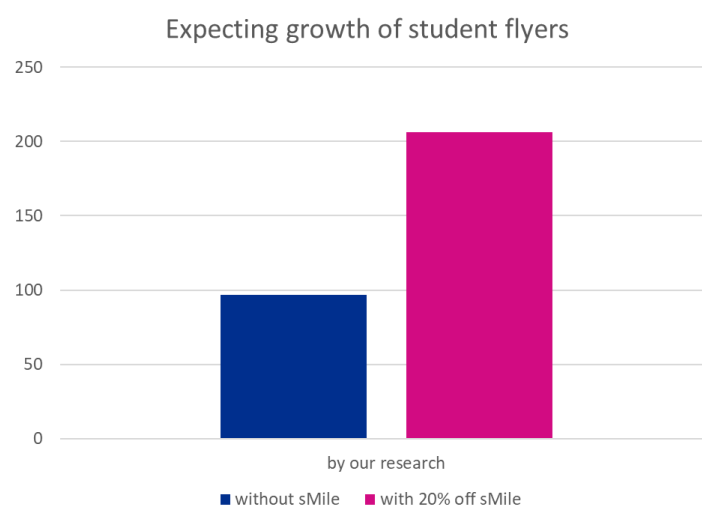
4. What is our goal and what we expect

We think sMile will be pretty interesting and unique program. Students will love it and they will for sure feel more important for Wizz Air future. As we mentioned already before, Wizz Air already has great offers, often discounts so we think providing students all time offers won't affect bad on Wizz, actually, we are sure it will give only good results. Good mutual program, student sMile for Wizz Air Mile. After students became members of sMile, we expect them to be more dedicated to Wizz Air than any other airline. Choosing Wizz Air over other airlines and over other transport options. Flying with Wizz, collecting sPoints and being different. Yes, we think for sure that this program will differentiate Wizz Air from competitors because no one has anything like Wizz Air sMile.

For the end, lets think about our research. With only 20% sMile discount we got 109 students change theirs mind and choose airplane instead of bus. 109 from 118 changed theirs mind. It makes over 92%.

Firstly only 97 students have chosen airplane over bus. Now with 109 students more, it makes growth of 53%.

Do we expect the same graph in future? Or even more? Hope we will sMile. :)



Thank you for your time,

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