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Market Analysis: Understanding growth drivers behind airline loyalty programs and benchmarking Air India's loyalty program against industry standards to identify opportunities for revamping existing structure



Secondary Research
Current airline CAC is 5 to 7x more as compared to CRR
Indian aviation market is expected to grow at a CAGR of 7.2% from 2023 to 2028
61% of consumers switched brands as compared to the previous year

WHY LOYALTY MATTERS TODAY?
Frequent flyers( \$17 billion: Nearly 70% book online) value convenience, availability, preference for brands, past-experience and a hassle-free post-booking experience
65% business across industries comes from repeat purchases by existing customer

Why frequent flyer programs are a major focus area for airlines?		
Parameters	Core Operations	Loyalty program
Group focus (Time/Efforts)	90%	10%
Revenue generated	60-75%	6-18%
Net profit margin	1-20%	20-50%
Market valuation (P/E)	4-10x	15-40x

Primary Research
<div><div><div>75%</div></div><div>Almost 75% of the respondents who are Flying Miles members are dissatisfied with the overall program offerings.</div></div> <div><div><div>50%</div></div><div>Almost 50% of the respondents who are Flying Miles members consider switching to other program for better rewards.</div></div> <div><div><div>₹</div></div><div>Almost 25% of the respondents who are Flying Miles members are willing to pay Rs.0-1000 (students) for enhanced benefits, 17% are willing to pay Rs.1000-3000 or even Rs.3000-5000 (corporate/family people).</div></div>

Sample: Tier-1, Survey N=121, Interviews (5), Age: 20-55 years

COMPETITOR BENCHMARKING	Competitors	Indian Landscape		American Landscape		Europe + Middle East	
	Parameter	Indigo	Vistara	Delta	American	Air France	Lufthansa
	Frequent Flyer Program	No (6E Rewards system)	Yes (Club Vistara)	Yes (Sky Miles)	Yes (AAdvantage)	Yes (FlyingBlue)	Yes (Miles & More)
	Partner Airlines						
	Common Features Available - Lounge Access, Discounts on Airfare, Free flights/upgrade, Priority baggage drop off/fast track security/check-in/boarding, Additional baggage allowance) - "Depending on tier status"						
	Exclusive partner offers	Limited partners like 6E treats for dining, booking.com ,baggage partners,wallet partners	5 Airlines partner, hotel partners, retail and lifestyle partners like accorplus, point transfer partners like standard charter,hsbc, Car rentals - zoomcar,avis Visa2fly	20+ partner airlines, hotel partners and Airbnb, car rental, partner restaurants, SkyMiles Shopping, The Bar, Clear Membership	20+ Oneworld airline partners, car rentals,, AAdvantage eShopping portal, AAdvantage Dining, hotel brands like Hertz, Hyatt, Marriott, Shell fuel stations	35 airline partners, 3,50,000 hotel partners, Electronics, Travel, Leisure Entertainment, Health & Beauty, Fashion, Home Garden	40 airline partners, 3,00,000 hotel partners, car rentals, books and subscriptions, online and offline shopping partners
	Unique Services	3 Nominees who can redeem your points	Fly early for free, Guaranteed reservation, Bonus festivals, free rescheduling based on tiers	SkyMiles Experiences, such as sports event, concert, and travel packages,TSA Pre-Check membership, No expiry of miles policy	Loyalty Point Rewards Choices, Admirals Club membership, Miles boost benefits	Lifetime validity of miles; conversion of miles from another loyalty program in the partner network.	Benefit of the Day (BOTD); Pay fees, taxes and airline surcharges using reward points
	Flyer program (revenue based or mile based)	NA	Revenue-based	Multiple Options (miles, segments, dollars spent)	Revenue-based	Hybrid (depending on airline and mode of booking)	Hybrid (depending on airline and mode of booking)
	Value of Miles	NA	90 paisa/mile	1.2 cent/mile	1.7 cent/mile	1.2 cent/mile	1.3 cent/mile

USER PERSONA	1. STUDENT BUDGET TRAVELLERS			2. CORPORATE HUSTLERS			3. FAMILY VACATIONERS			4. LEISURE TRAVEL EXPLORERS		
	<b>Description:</b> SARAH ALI <b>Age Group:</b> 18-30 years <b>Grad/Post-Grad Students</b>  <b>Habits:</b> Travels once <b>every 2-3 months</b> during semester breaks <b>Pain Point:</b> Difficult to find <b>cheap tickets</b> , budget travel, <b>flexible booking options</b> <b>Interests:</b> Social media and online shopping			<b>Description:</b> LATIKA VERMA <b>Age Group:</b> 25-40 years <b>MNC Working Professional</b>  <b>Habits:</b> Travels for meetings/conferences almost <b>once/twice every month</b> <b>Pain Point:</b> <b>Limited time</b> for personal relaxation, seek <b>priority comfort services</b> <b>Interests:</b> Streamlined services while traveling			<b>Description:</b> VINOD GOEL <b>Age Group:</b> 35-50 years <b>Government Service Employee</b>  <b>Habits:</b> Plans vacations during <b>school/office breaks</b> and <b>festive seasons</b> <b>Pain Point:</b> Difficulty in getting <b>seats for all members together</b> at cheap rates <b>Interests:</b> Discounted hotel stays and transport			<b>Description:</b> TANYA KHADIJA <b>Age Group:</b> 25-35 years <b>Self Employed - Content Creator</b>  <b>Habits:</b> Enjoys adventurous and offbeat travel experiences, <b>travels very often</b> <b>Pain Point:</b> Finds it challenging to discover and get access to <b>unique experiences with discount</b> <b>Interests:</b> Exploring new destinations/offers		

PHASE OF JOURNEY	Pre-Travel Phase		Pre-Flight Phase	Airport Phase			In-Flight Phase	Post-Flight Phase		Beyond Flight Experiences
	Research and Planning	Flight Booking	Travel Preparation	Check-In	Security and Immigration	Waiting and Lounges	Boarding and Journey	Baggage Claim	Feedback and Review	Feedback and Review
Interactions	Customers explore destinations, compare fares, plan their trips	Customers select flights, choose seats, and make reservations	Customers book accommodation, rental cars, and airport transfers	Customers check in luggage for their flight	Customers pass through long security and immigration checks	Access lounges for relaxation, long waiting time, and refreshments	Enjoy in-flight services, meals and entertainment	Retrieve checked-in baggage at luggage belt	Provide feedback and reviews about the flight experience on google, social media	Dine, shop, use transport services, enjoy spa treatment, participate in tours, stay at partner hotels, attend shows
Problem/ Pain Points	High ticket prices, lack of clarity on airline hidden fees, limited info about destinations	Complex Booking, Lack of flexibility in change fees, fare options & unclear refund policies	Limited hotel and transport options, lack of integration between flight, hotel, cab services	Long wait time at check-in counter, need excess baggage for long period travels or moving to new city	Tedious security checks and lengthy immigration queues	Lack of comfortable waiting areas, lounge privileges and amenities	Uncomfortable seats, and limited meal options	Delayed or lost baggage	Lack of a platform to provide feedback and seek post journey service, Poor UI/UX leads to drop offs	High prices and limited access to local experiences
Experience										
Expectation/ Opportunity	Earn/redeem miles with AI, Star Alliance partners, personalized promotions	Booking flights using co-branded credit cards, fee waivers, preferred seats class upgrade	Earn points by booking hotels and car rentals through partner platforms	Enjoy priority check-in and additional baggage allowance with elite status	Enjoy fast-track security clearance with elite status	Complimentary lounge access (food, drinks and wi-fi) with elite status	Priority boarding, Free entertainment, Wi-Fi (international flights) , Free Meal options	Enjoy priority baggage handling with elite status	Participate in feedback programs for bonus miles, Dedicated Phone Line for Customer Service for members	Earn/Redeem points at partner restaurants, retail outlets, spa service bookings, contests, unique cultural experiences, entertainment, hotel stays, Limited time offer

GAP ANALYSIS	Primary Research Insights highlighting the issues people face with current loyalty programs						Survey results suggest that customers are not fully satisfied with the program and are not likely to recommend it to others.			
	Exclusive redemption option is a major plus, as <b>lower ticket price</b> is the biggest factor when choosing an airline		Loyalty programs that offer <b>non-flight benefits</b> can be more valuable to customers		Customers value airlines that are <b>flexible</b> and have <b>user-friendly mobile and website interfaces</b>		NPS score: -75		Only <b>9% of respondents</b> are members of Flying Returns program while <b>75% respondents</b> unaware if such program with Air India even exists	
								Customers want <b>transparency w.r.t hidden fees</b> and want <b>personalized offers and recommendations</b> based on individual travel preferences		

Competitor Benchmarking	Customer Journey Mapping and Gap Analysis	Revamp Strategy and Value Proposition	Communication and Marketing Strategy	Financial Breakdown
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## List of Benefits (depending on Tiers and Domestic/International Travel – \*Subject to T&Cs

BENEFIT	Base Tier	Silver Edge Club	Golden Edge Club	The Platinum Club
Minimum Miles required		YOURS WITH 25,000 POINTS	YOURS WITH 50,000 POINTS	YOURS WITH 75,000 POINTS
Additional baggage allowance (Weight Concept Flights)		10 kg/20 lb	20 kg/44 lb	25 kg/50 lb
Additional baggage allowance (Piece Concept Flight)		1pc	1pc	1pc
Upgrade vouchers - Domestic		One	Three	Five
Upgrade vouchers - International		One	Two	Three
Air India lounge (+1 Lounge Guest)*			✓	✓
Access to Star Alliance Gold lounges			✓	✓
Dedicated check-in counter, Priority check-in and boarding, Priority delivery of baggage, Priority wait list clearing, Dedicated Phone Line for Customer Service		✓	✓	✓
No-fee rebooking privilege		✓ - Domestic	✓	International+ Domestic ✓
Dedicated fast-track security lanes at select airport.			✓	✓
Guaranteed Seat			Upto 48hours before	Upto 24hours before ✓
Preferred seat		Upto 72hours before ✓	Upto 48hours before ✓	Upto 24hours before ✓
Exclusive partner discounts/offers (subject to tier rates)		✓	✓	✓
Complimentary meals		3 times a year ✓	6 times a year ✓	10 times a year ✓
Complimentary Inflight Wi-Fi (International)				✓
Exclusive offers and promotions		Avail 2 per month ✓	Avail 4 per month ✓	Avail 6 per month ✓
Rescheduling Fee Waiver			✓	✓
Curate your choice of partner benefits		Upto 6 partner benefits ✓	Upto 10 partner benefits ✓	Upto 16 partner benefits ✓

### STUDENT CLUB



- Unlock Special Features @Rs.799 a year
- **Guaranteed booking** (economy) - Date change flexibility (48 hours before flight)
- **10% discount** of every booking above 25%
- **Complimentary wi-fi** (international travel)
- Option to upgrade to Silver Club (T&C apply)

### FAMILY CONNECT PROGRAM



- Unlock Special Features for family of 3+ people @Rs.1499 a year
- **Transfer miles to linked accounts**
- **Group discounts** on travel booking (T&C Apply)
- **Preferential seat allotment**

### EXCLUSIVE CLUB OFFERINGS @MINIMAL FEE

### CORPORATE CLUB



- Unlock Special Features @Rs.1299 a year
- **Flexible booking** (3 free cancellations, up to 48 hours in advance)
- **International Lounge access**
- **Complimentary wi-fi** (international travel)
- **Bonus miles** on each flight (T&C apply)

### EXPLORER CLUB



- **No fee for joining club**
- Unique Content Collaborations
- Hidden Gems Expeditions
- Community belongingness
- Share and Win Buddy Badges



### TATA NEU



Conversion factor  
2 miles = 1 Neu coin  
3 Neu coin = 1 rupee  
**Special offers:-**  
1st time user will get 20 Neu coins free

### VR BASED WEBSITE

- Interactive UI
- Experience complete benefits virtually first

### Earn/Burn Ratio

**EARN WITH FLYING MILES**

**REDEEM WITH FLYING MILES**

### Base Tier

Earn 8 Miles  
Per Rs100 spent

Use 100 miles  
to get Rs 25 off

### Silver Tier

Earn 10 Miles  
Per Rs100 spent

Use 100 miles  
to get Rs 35 off

### Gold Tier

Earn 12 Miles  
Per Rs100 spent

Use 100 miles  
to get Rs 45 off

### Platinum Tier

Earn 15 Miles  
Per Rs100 spent

Use 100 miles  
to get Rs 55 off

## Strategic Partnerships (while leveraging the TATA Ecosystem)

### 1. FLIGHT PARTNERS



Members get access to 1300+ destinations in 193 countries

### 2. HOTEL/SERVICED RESIDENCES PARTNERS



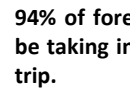
Lodging spending at luxury hotels expected to grow at 11%.  
~Bain Report

### 3. RESTAURANT/DELIVERY PARTNERS



Food spending by international travelers currently accounts for 35% of total spending and is growing by more than 10%. ~Bain Report

### 4. FINANCIAL SERVICES PARTNERS



94% of foreign travelers will be taking insurance for their trip.  
~ICICI Lombard Survey'22

### 5. TRANSPORT/CAR RENTAL/FUEL PARTNERS



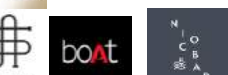
### 6. CO-BRANDED BANK CARD PARTNERS



Co-branded cards have activated 28% inactive customers. ~PWC

### 7. LIFESTYLE AND FASHION PARTNERS

27% business travelers' shop for gifts in airports.



### 8. EXPERIENCE PARTNERS



Travelers are craving local experiences.  
~AirSage Company

### 9. ENTERTAINMENT PARTNERS



### 10. HEALTH AND WELLNESS PARTNERS



Among millennials, 21% booked to go away to a wellness retreat in 2022.  
~Accenture Survey

In summary – We propose to launch 4 new premium clubs for existing tier members, and provide benefits like world-class airlines, plus Tata neu integrations and strategic partnership benefits.

Driving impactful results by crafting effective Communication and Marketing Strategies for Revamped Flying Returns Loyalty Program

GTM Roadmap	YEAR 1				YEAR 2			
Quarters	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Awareness	Promos: Ad films/Print/Digital Ads/Email		Social media/moment marketing/banners			Social media/email marketing/banners/SEO		
Interest	Product placement/reels	Online contests/podcasts/blogs	Meme marketing/Story Sharing		Online contests/podcasts/blogs		Online contests/podcasts/blogs	
Desire		Travel blogger reviews/AR interactions		Member testimonials		Reviews/testimonials		
Action		Exclusive Sign up Bonus	UGC/Community engagement		Targeted ads for miles redemption with partners with CTA			
Retention			Referral points/FR buddies			Referral points/FR buddies		Milestone Celebrations


Media Strategy: Increase Awareness	Media Strategy: Generate Interest and Deepen curiosity	Media Strategy: Build credibility & understanding	Media Strategy: Generate new sign-ups & interactions
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ADVERTISEMENT CONCEPT (TV + Social Media) -

**Message:** Discover the world of Flying Return rewards, and find what's waiting for you  
**Ad Scenes:** All Personas sharing an anecdote  
**Theme:** Join Flying Returns - "Where every journey becomes an unforgettable story" (30 Secs - 1 Min ads)



PRINT ADS (Newspaper + AI magazine) -



**Ad Title:** "Time to Soar: Spread your loyalty wings"  
Times of India front page + Air India In-flight Magazine given in flights

**Ad Context:** Photos of different Traveler profiles, Pictures of unique places + texts of special rewards QR code of website – CTA  
**Scan and Win Bonus Miles**

DIGITAL ADS -

**Ad Theme:** "Beyond Miles, Beyond Boundaries"  
Video teasers of core benefits 'Learn More' CTA after ad to access website Infographics of multi-rewards features  
#discoverflyingreturns #soarabovetherest #unlockrewards #flybeyondboundaries

**CAMPAIGN(S) KPIS:** Click Through Rate, Social Media Engagement Rate, TRP of Ad Campaigns, Cost per impression (CPM), Share of Voice for hashtags

A

ONLINE CONTEST (Students Only) -



"SAPNO KA SAFAR" campaign - Share your dream destination and Tell us how you will redeem your miles on your trip  
Air India to sponsor trips\* of 10 lucky winners

MEME MARKETING -

**User Generated Content** (pics/gifs) for driving engagement  
**Word of mouth** due to create buzz and generate free publicity



PODCASTS/REELS/STORY SHARNG -



**CAMPAIGN(S) KPIS:** Website traffic, Content Engagement rate (like, comments), Time on page, Podcast & Reel views and shares, Share of Voice for hashtags

I

MEMBER TESTIMONIALS -

**Theme:** "Fly with Loyalty, Earn with Pride"  
Testimonials featuring loyal customers - quotes, images, travel stories and experience with Air India  
Social media, Website blogs, AI Magazine

TRAVEL BLOGGER REVIEWS -

**Theme:** "Fly with Loyalty, Earn with Pride"  
Suggest content elements, such as redemption walkthroughs, lounge access experiences, and personalized benefit exploration.



INTERACTIVE WEBSITE VR FEATURE -

"AI Dreamscape" - FR (flying returns) meets VR  
VR based website feature- Virtual Journey from pre to post travel - Experience redemption options, lounge, exclusive offers at stage of user journey virtually




**CAMPAIGN(S) KPIS:** Request for Information, Conversion Rate, Pay-per-click rate, Time spent on page, Bounce Rate, CPM

D

SIGN UP BONUS -

**Exclusive Sign-Up Bonus – valid only for few weeks**  
Count-downer on page for days remaining to avail bonus miles  
CTA on social media: "Enroll Now, Soar with Rewards Instantly" - On ads/stories/posts



REFERRAL POINTS/MILES -



**Invite and Earn Greater Miles for each Sign Up**  
Personalized referral code (limited period validity)

IN-FLIGHT QUIZ/GAMES -

Participate in 'Air India Travel Explorer Challenge' to test your travel-savvy and learn about the loyalty program  
**Instruction:** Luck winners who sign up for Flying Returns during the flight will earn 100 bonus miles as a reward.

COMMUNITY ENGAGEMENT (FR BUDDY BADGE)

**Connect, Share, Explore**  
Promote user-generated content through dedicated sections to share their travel stories, photos, and reviews



**CAMPAIGN(S) KPIS:** Enrollment rate, Sign up bonus, Redemption rate, Referral Program Participation, CAC, Net Promoter Score

A

Competitor Benchmarking	Customer Journey Mapping and Gap Analysis	Revamp Strategy and Value Proposition	Communication and Marketing Strategy	Financial Breakdown
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COST HEADS -

Marketing Investment	
Type	Amount (in million INR)
<b>Print</b>	₹ 421
Magazine	₹ 65
Newspaper	₹ 356
<b>Social Media</b>	₹ 293
Youtube	₹ 106
Instagram	₹ 113
Google	₹ 73
<b>Television</b>	₹ 760
Celebrity	₹ 457
Non Celebrity	₹ 303
<b>Online Contests</b>	₹ 2
<b>Total</b>	<b>₹ 1,475</b>

Technology Investment	₹ 205
Dedicated Phone Line Costs	₹ 10
Excess Working Capital Inv.	₹ 300

Instagram		Cost in Rs.
Ad creation		2,000,000
Ad spend		110,000,000
Influencer marketing fees (2 lakh per influencer x 5 influencers)		1,000,000
Agency fees		300,000
<b>Total estimated cost</b>		<b>113,300,000</b>
Google		
Ad creation		3,000,000
Ad spend		60,000,000
Pay per click fees ( 50 Rs per click * 200000 clicks)		10,000,000
Agency fees		300,000
<b>Total estimated cost</b>		<b>73,300,000</b>
Youtube		
Ad creation		5,000,000
Ad spend		100,000,000
Influencer marketing fees (2 lakh per influencer x 5 influencers)		1,000,000
Agency fees		300,000
<b>Total estimated cost</b>		<b>106,300,000</b>
<b>Total sum</b>		<b>292,900,000</b>
Television - Non celebrity ads		Cost in Rs
Ad production		2,000,000
Talent & crew		250,000,000
Air time		50,000,000
Advertising agency - strategy, creative Development & campaign		1,000,000
<b>Total estimated cost</b>		<b>303,000,000</b>
Television - Celebrity ads		Cost in Rs
Ad production		5,000,000
Talent & crew - including celebrity fees		400,000,000
Air time		50,000,000
Advertising agency - strategy, creative Development & campaign		1,500,000
<b>Total estimated cost</b>		<b>456,500,000</b>

REVENUE SOURCES:-

1. Assuming Split of passengers between domestic and international to remain constant

2. Long term growth rate is assumed to be India's Nominal GDP growth Rate

3. Effect of inflation is assumed to be at a constant rate of 7%

1 Mile = Rs 0.8

Value of miles for business partners

All values in million INR

Parameter	Year 1	Year 2	Year 3
Revenue From Flights	₹ 501,040	₹ 590,589	₹ 686,508
Revenue From Subscribers	₹ 9,849.61	₹ 10,850.46	₹ 11,787.59
Revenue from partners	₹ 5,993.75	₹ 6,602.79	₹ 7,173.06
Deferred revenue	₹ 7,492.19	₹ 8,253.49	₹ 8,966.32
<b>Total Revenue</b>	<b>₹ 524,376</b>	<b>₹ 616,296</b>	<b>₹ 714,435</b>
% growth	<b>19%</b>	<b>18%</b>	<b>16%</b>

Average Subscription Revenue (per passenger)		
	Average Subscription	% of Total Subscribers
Student Travellers	₹ 799	30%
Corporate Hustlers	₹ 1,299	20%
Family Vacations	₹ 1,499	50%
	<b>₹ 1,249</b>	

COST-BENEFIT ANALYSIS:

Financial Summary (Post Implementation)	
Excess Return %	17.34%
Increase in Net Profit Margin	9.32%
Return on Investment	230%

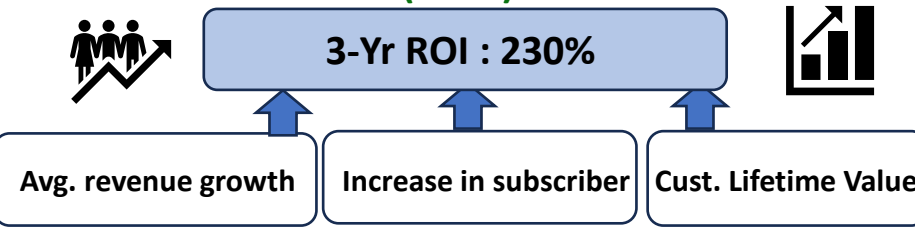
Customer acquisition cost	
No. of new customers (in millions)	7.93
Program costs (in million INR)	1,989.71
Customer acquisition cost (in INR)	251

3-yr Revenue Benefit from proposed loyalty program

INR  
7149.53 CR

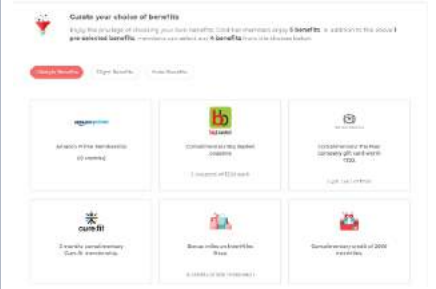
3-yr Cost of proposed Loyalty Program

INR 198.9 CR

MEASURING SUCCESS(KPI'S) -

Detailed financial model link:-

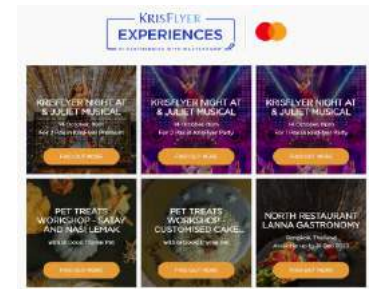
[https://docs.google.com/spreadsheets/d/1pbPPRozUP4VDne2\\_lzdCh3nMkkcStsz-n9AKkiZ9IDk/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1pbPPRozUP4VDne2_lzdCh3nMkkcStsz-n9AKkiZ9IDk/edit?usp=sharing)



Curate your own choices: Intermiles



Exclusive Student club: Qatar Airways



Experiences : Singapore Airlines



Status Match : Turkish Airlines



Interview with Airline professional

## Research sources:-

### Loyalty program:-

- <https://hbr.org/2021/04/how-loyalty-programs-are-saving-airlines#:~:text=The%20numbers%20are%20certainly%20impressive,of%20July%201%2C%202020>
- <https://www.infosys.com/industries/airlines/white-papers/documents/airline-frequent-flyer-programs.pdf>
- <https://www.mastercard.com/news/perspectives/2022/airline-loyalty-programs/>
- <https://www.statista.com/statistics/978268/airline-loyalty-programs-valuation/#:~:text=In%202023%2C%20the%20loyalty%20program,ranked%20second%2C%20with%2023.9%20billion>
- <https://simpleflying.com/tag/airline-loyalty-program/>
- <https://simpleflying.com/why-airlines-spend-so-much-on-frequent-flyer-programs/#loyalty-programs-keep-passengers-from-flying-on-other-airlines>
- <https://www.mlveda.com/blog/what-is-page-speed-and-why-it-is-important>

### Competitor Analysis:-

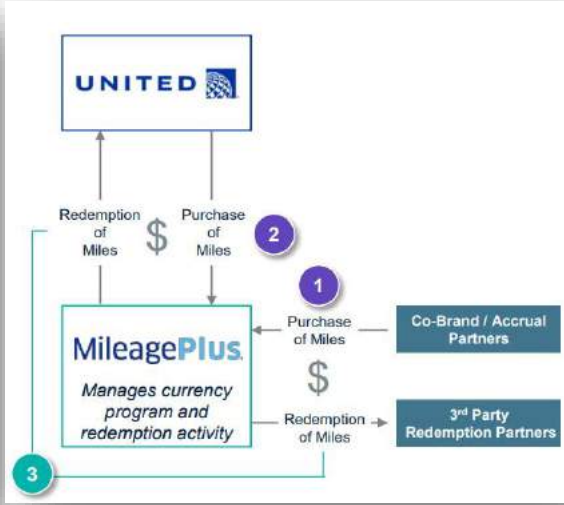
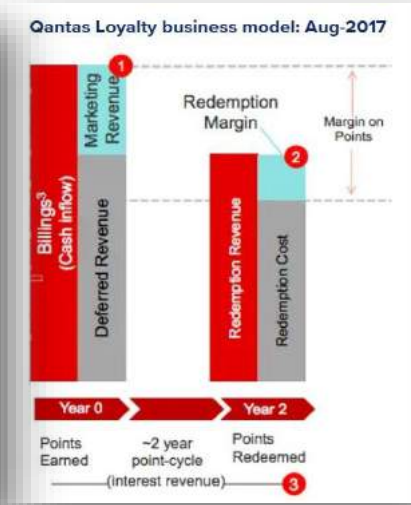
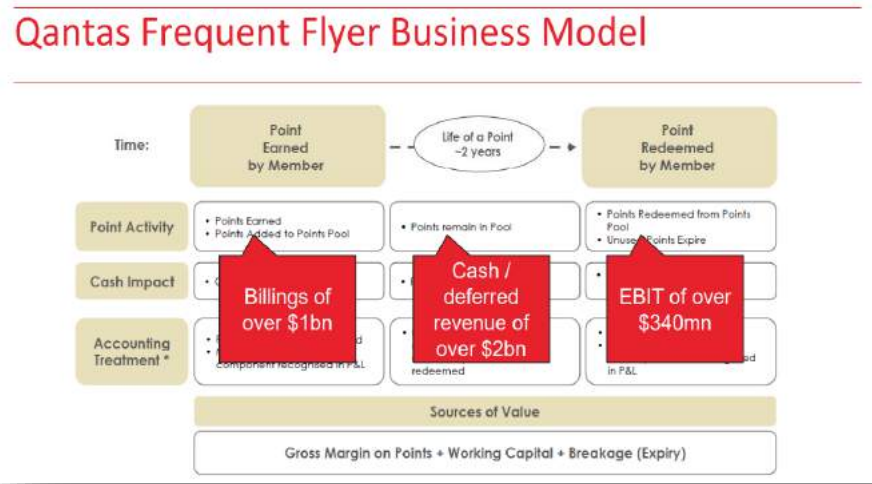
- <https://www.turkishairlines.com/en-int/miles-and-smiles/program-content/benefits-and-privileges/>
- <https://www.intermiles.com/rewards-program/tiers-recognition/platinum>
- [https://www.singaporeair.com/en\\_UK/sg/ppsclub-krisflyer/](https://www.singaporeair.com/en_UK/sg/ppsclub-krisflyer/)
- <https://www.qatarairways.com/en/student-club.html>

### Financial Analysis:-

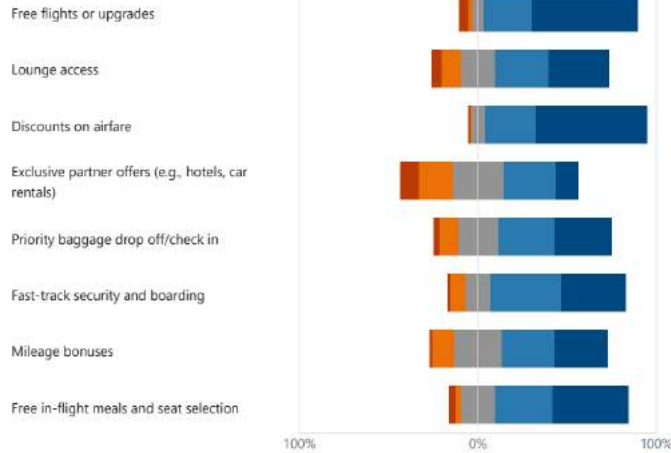
- <https://www.dgca.gov.in/digigov-portal/?page=4267/4210/servicename>
- <https://www.tata.com/content/dam/tata/pdf/fy23/Tata-Sons-Annual-Report-FY23.pdf.pdf>
- <https://www.skyscanner.co.in/airline/airline-air-india-ai.html>
- <https://www.airindia.com/in/en/flying-returns/about.html>

And more..

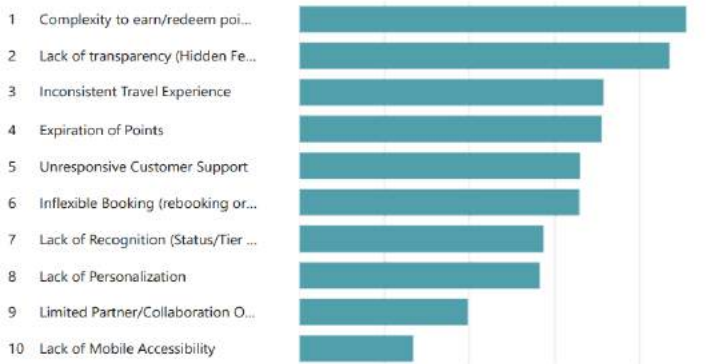
## Loyalty programs financial model referred:-



## Primary Research Insights

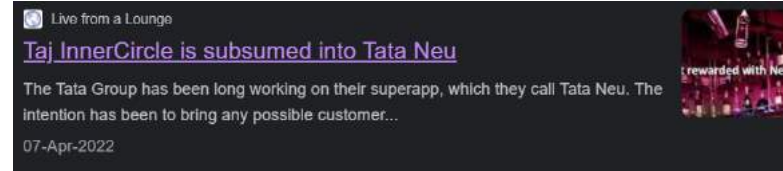


Most of respondents wanted **"More Monetary Benefits"** in the form of cheaper tickers or free meals vouchers

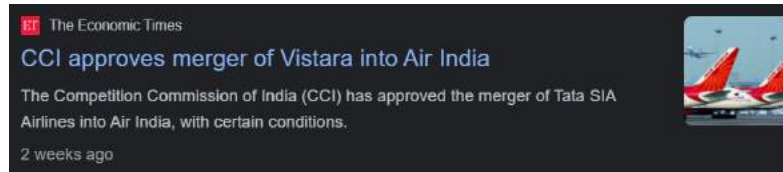


The biggest pain-point for the respondents was **"Complexity and lack of transparency"** of frequent flying program

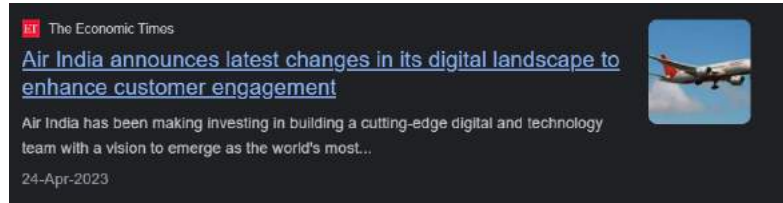
## News Snippets that shaped our Idea



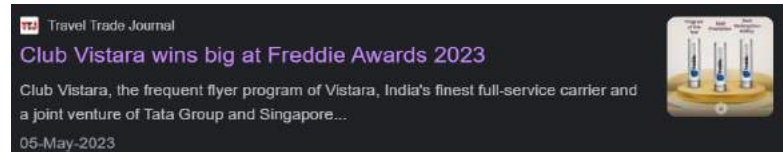
Ultimately, **"Tata Neu"** is going to be platform for instant rewards



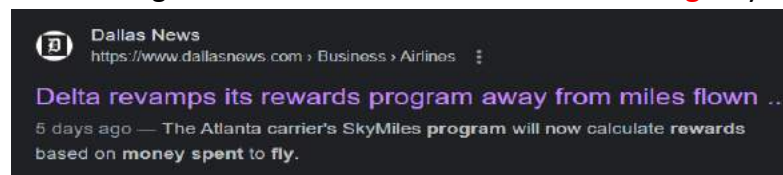
Proposed loyalty program, must be synergic with **Club Vistara**



Air-India focus on to be **"Most Technologically advanced airline"**



Understanding what customer value in **"Award-winning"** loyalty program



Looking over the **"Reward program"** recent changes across world

## Reason behind Our target segments :-



**4.1 crore** College going Indian students  
**7.7 lakh** Indian students went abroad for study

Students if attracted can be a high CLV source



The most important thing in a customer for an airline is:- **Influence** and thus a "family-loyalty" program would influence many members

