

AVIATION LOYALTY AFTER THE REBOOT

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Advanced Boot Options

Choose Advanced Options for: Windows 8 Consumer Preview
(Use the arrow keys to highlight your choice.)

Repair Your Computer

Safe Mode
Safe Mode with Networking
Safe Mode with Command Prompt

Enable Boot Logging
Enable low-resolution video
Debugging Mode
Disable automatic restart on system failure
Disable Driver Signature Enforcement
Disable Early Launch Anti-Malware Driver

Start windows Normally

Description: Start Windows with only the core drivers and services. Use
when you cannot boot after installing a new device or driver.

ENTER=Choose ESC=Cancel
```



STAGGERED RESTART



VALUE OF A LOYALTY PROGRAM



Currency Equity



Monetization



Customer Understanding



Emotional Equity



Business Asset

USING DATA INSIGHTS

- RFM
- Different audiences
- Price sensitivity
- Signals
- Keeping cobrand customers
- Cash yields but stimulate redemption



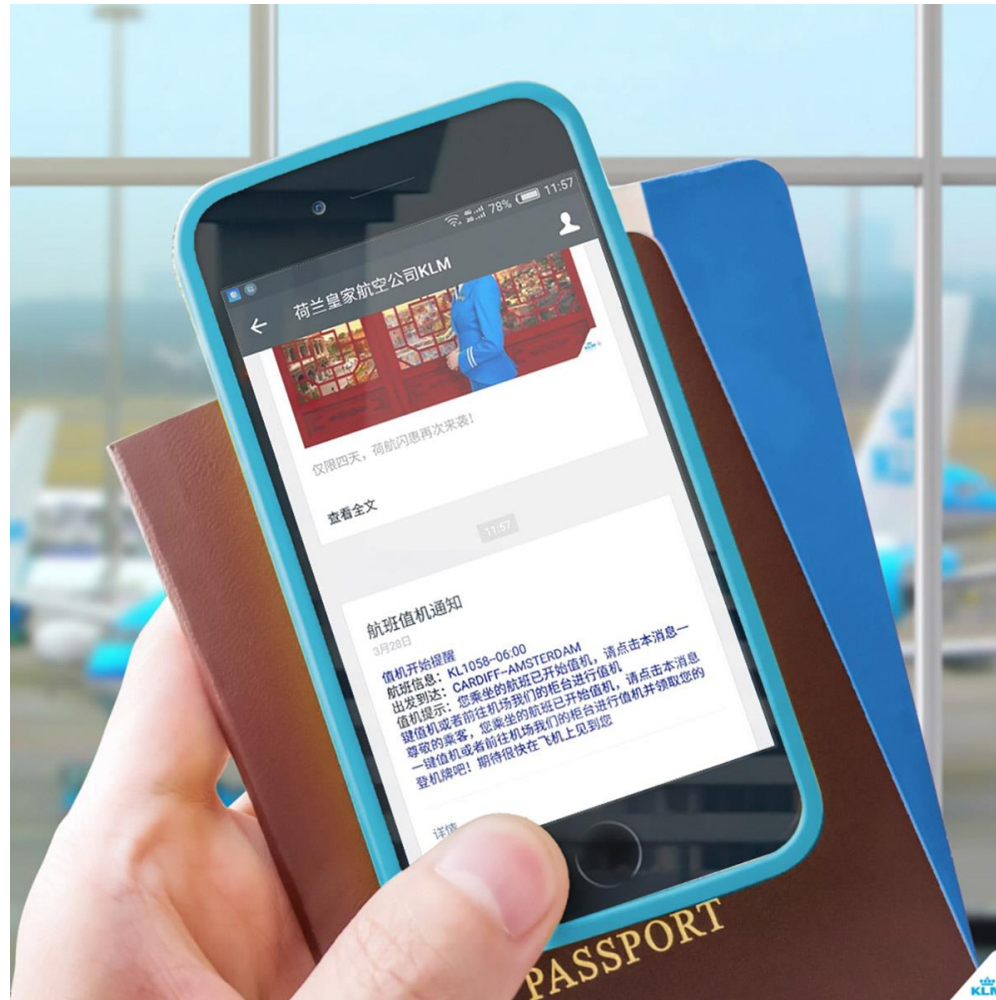
REDEMPTION AND THE BROKEN MODEL



- High volume earn
- Redemption seat availability
- 80% flights to 100% non-flying
- Cash versus trust conservation
- High or low fares?
- Relative perceived values
- Capacity burn
- The go forward model for redemption

The screenshot shows the Qantas Frequent Flyer Shop Rewards Store interface. At the top, there are navigation links for 'FREQUENT FLYER', 'QANTAS SHOPPING', 'Earn points', 'Use points', and 'Merchandise'. A search bar contains the text 'Search Bose, Dyson'. Below the search bar, a notice states: 'Due to high retail demand in Australia at present, we've introduced a limit for each member of 2 items per product per day to ensure the continued availability of products to as many members as possible.' The breadcrumb trail reads 'HOME APPLIANCES / KITCHEN APPLIANCES / COOKERS /'. The product title is 'Panasonic SR-DF181WST Rice Cooker' with an SKU of 1008691. The price is listed as 'PTS 24,170'. There is a 'Colour' selection dropdown set to 'White'. A 'Points Plus Pay Calculator' shows a slider for points, with 'pts 24170' and 'Pay +\$0.00' displayed. Below the calculator, it says 'DESPATCH IN 5 DAY(S)'. At the bottom, there is a red 'ADD TO CART' button.

SERVICE AND THE CONTACTLESS EXPERIENCE



USING LOYALTY TO GET BEYOND FLYING



THANK YOU AND QUESTIONS



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