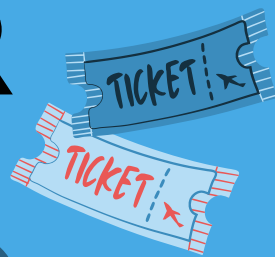


LET'S TALK ABOUT TRAVEL SECTOR

The competitive nature of the travel industry has increased interest in loyalty programs as a way to connect and engage with customers.



Why does loyalty matter?

The competitive nature of the travel industry has increased interest in loyalty programs as a way to connect and engage with customers. By adding to the customer experience, you can build an emotional connection which encourages them to stay loyal for longer.



Challenges of this industry

Reputation management online - negatively skewed reviews because positive reviews are not incentivised.

Low frequency, seasonality and complicated rewards structure cause low redemption rates.

How to achieve loyalty

Understand what makes your customers tick, and keep them coming back.

CUSTOMER EXPERIENCE

Most travel loyalty programs are too complex and so they fail as customers don't know how to use them. The key to success is to make it really easy for your customers to earn and burn. Double-down on reward partners and stay top of mind throughout the year.



INCREASE ORDER VALUE

Customers tend to be more inclined to continue spending their money where they know they are valued and will get more in return. Our platform helps you offer the right reward to the right person at the right time, maximising your return on investment.

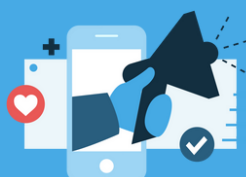
Popular tech for this industry

Here are a few of the ways White Label Loyalty's tech can help you achieve loyalty in the travel industry.



LOYALTY ENGINE

Make any customer action rewardable with our event-based architecture, from social media activity to referrals.



REFERRAL

A loyalty program boosts your acquisition as well as retention, and we want to make it as easy as possible for your customers to refer you to more people.



CARD LINKING

Card linking integrates with all major card networks, wherever you are in the world: it's already compatible with your payment terminals.

Travel loyalty best practices



Coalition loyalty programs

When individuals unite for a shared goal, their collective voice has the potential to influence policies, practices, and industries.



Customers' values

Newer generations are more environmentally conscious and like to make purchase decisions based on their values.



Referrals

The collective push for sustainability has the potential to reshape businesses towards more sustainable practices.

Suggested use case

B2C LOYALTY

Our platform helps you get closer to your customers so you can personalise their experience. Make any behaviour rewardable with our event-based loyalty engine and become the brand of choice.



For more information:
whitelabel-loyalty.com