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Matt Kepnes

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Mileage Pro The Insider's Guide to Frequent Flyer Programs Tim Winship, 2005 *Strategy in Airline Loyalty* Evert R. de Boer, 2017-10-09 This book offers the first comprehensive exploration of frequent flyer programs By combining academic research with extensive insights and examples from the actual business world it explores the key drivers and strategies of airline loyalty marketing today in an unprecedented manner *Strategy in Airline Loyalty* also explores how the programs have evolved over time from marketing programs to financial powerhouses identifying both the catalysts for change as well as the strategic options and underlying trade offs available to airlines Covering diverse angles ranging from behavioral economics to accounting and structural design the book reviews every core aspect of frequent flyer programs and offers extensive frameworks and definitions The book provides a useful and complete reference for researchers and helps those interested in frequent flyer programs to develop a better understanding of their past present and future

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Loyalty Management in the Airline Industry Ben Beiske, 2002-05-29 Inhaltsangabe Abstract This report will demonstrate the importance of Loyalty Management in the competitive environment of the airline industry and will show that a successful approach to Loyalty

Management consists of three different interlinked aspects These three pillars are Customer Service Frequent Flyer Programs and Complaint Management their interdependence will be analysed in depth with special attention given to the perceived importance of Frequent Flyer Programs Findings from a detailed literature review and a survey show that customers do indeed perceive these issues as vital with regards to their loyalty towards a particular airline It was found that Customer Service can be regarded as the foundation for Loyalty Management it can help an airline to gain competitive advantage by setting it apart from its competitors Frequent Flyer Programs if implemented and run properly can provide the customer with added value As such they compliment Customer Service and can help to increase overall loyalty Additionally Complaint Management was found to be gaining importance among airlines The number of complaints was shown to be rising gradually stressing the growing significance of efficient Complaint Management and its strong after effect on customer loyalty Inhaltsverzeichnis Table of Contents 1 INTRODUCTION6 1 1AIM AND OBJECTIVES OF THE REPORT7 1

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O'Connell,2025-09-30 In recent years airlines have faced unprecedented financial and operational uncertainties not only in the wake of COVID 19 but across the industry Their responses provide valuable lessons for the future for airlines for related industries and for all sectors that find unexpected upheaval suddenly in their path As a truly global business the airline industry offers countless lessons in navigating uncertainty and the necessity of continual business transformation The Airline Industry A Comprehensive Overview Dynamic Trends and Transformations is an up to date state of the nation perspective on the airline industry Its dedicated and detailed focus on airlines makes the book an invaluable tool in deciphering how airlines have been run and managed to date and provides a roadmap for the future evolution of the industry The author has interviewed countless airline and related industry professionals in their respective fields of expertise which adds layers of real world insight to every chapter Written in a lively and accessible style that will appeal to readers whether they are in

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