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Integrated Services

# With us, customer loyalty works successfully and efficiently

## Customer:

leading global airline

## Challenge:

- Development of measures to increase customer loyalty
- Sales promotion of certain products
- Increase of traffic at PoS
- Acceleration and simplification of printing production of catalogues, magazines and mailings

## Solution:

- International full-service supervision of the customer loyalty measures, e.g. frequent flyer program through arvato
- Publishing solution "softkat" for the fast, flexible and automated production of print publications

## Client benefits:

- customer loyalty program specifically promotes the sale of certain products, increases customer demand, offers a significant contribution to the capacity of the flights and incorporates partners like hotels, car rental companies, other airlines, etc.
- Time and cost savings for printing

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