



eeReward –
making your customer miles *fly*



ready
for
ee2go

eeReward, the dynamic frequent flyer module, based in the 2e Systems **eeSky** Suite of products, is a fully integratable and customizable loyalty module tailored to air carriers. The easily scalable solution can be implemented from small to large size carriers. The module can be easily implemented for an existing mileage program or new product.

The benefits for managing your loyalty program via **eeReward**

- Capture customer loyalty by marketing a targeted loyalty program
- Easily administer promotional campaigns and track effectiveness and usage in one central portal
- Allows customers to manage their loyalty account, points, accrual and redemption opportunities using the central portal
- Market, monitor and administer special campaigns for mileage accrual and redemption for frequent flyers
- Dynamic reporting that can be tailored to monitor accrual, redemption and all features related to mileage program
- Drive communication to customers with targeted promotions based on user preferences, historical flights, cabin class and other preferences
- Flexible parameters – the tool comes with both standard features such as online registration and account management, but can be customized with endless features that are determined by a mileage program's specific need and requirements
- Messaging – mobile and email messages and communication can be delivered to customers based on marketing initiatives, flight, origin or other preferences
- Centrally driven solution that can work with existing solutions or easily be integrated into the **eeSky** Suite of products
- Highly advanced interface layer to allow for program partners, other providers easy connection
- Developed in Responsive Web Design the platform can be fully integrated with **ee2go**, our mobile and App platforms
- Can be integrated with Passbook and PassWallet applications to download redemption and special offer certificates

2e Systems - making your business *fly*™



eeReward – loyalty beyond just the miles



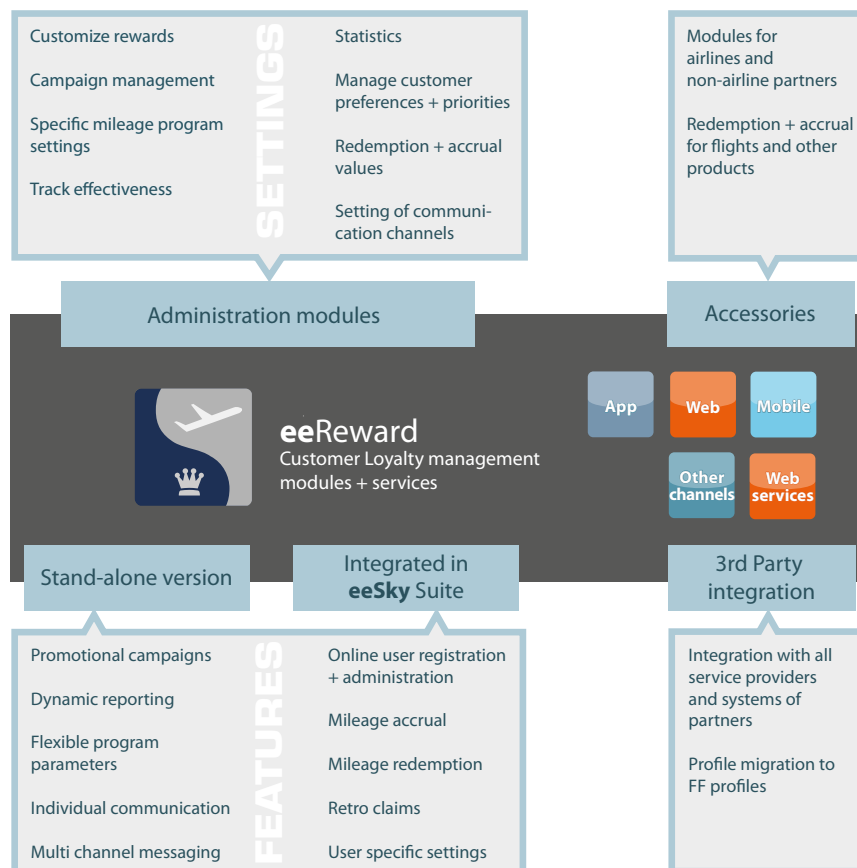
Frequent Flyer programs have become just as competitive as air travel in recent years. The decisive factor for many travelers is no longer how can I travel from my origin to destination in the shortest time possible at the cheapest price, but instead, can I collect miles in my preferred point program? Carriers need to look for a creative, innovative award solution that offers a wide array of redemption possibilities but also allows them to actively track their best customers. Finding the right solution to support customer relationship management is key in providing a competitive loyalty program.

The eeReward module provides carriers the means to identify as well as recognize and reward their top customers. The module is fully web-enabled and can be integrated in all other eeSky Suite products, such as eeBook and eeDepart or be implemented as a stand-alone tool. From simple features such as online account management, including customer profile, retroactive claims, to full redemption opportunities to so much more, the tool can be tailor made to best suit your business model.

eeReward is flexible for both air and non-air partners. Via real-time web services the tool can communicate with external partners and allow for redemption and accrual on flights, services or products. Choose from an in-house solution or one fully hosted by 2e Systems.

In addition the eeReward tool includes a full administration portal called, eeManager. This allows ease and flexibility in managing customer profiles, accounts, mileage redeemed as well as including a powerful reporting tool to measure activity, promotions and any special offers.

The platform can also be fully mobile or App ready and integrated with the ee2go platform. In addition to all the features in the web based version, customers can download redemption or special mileage offer certificates directly to wallet applications.



eeReward, just one solution in the 2e Systems eeSky Suite that places carriers one step ahead of the competition. We make customer loyalty fly.