



# The Frequent Flyer Program Benchmark Survey



**Keeping Customer Loyalty On Course**



# Build a More Faithful Clientele

Frequent Flyer programs are a crucial part of customer relationship management. Investment in customer loyalty has been proven to benefit the long-term financial performance of organizations that pursue this course. With the Frequent Flyer Program (FFP) Benchmark survey, you will gain a better understanding of your loyal customers' needs and preferences, how they optimize their miles, and what they value most about frequent flyer programs.

## Compare and Improve

What's more, the FFP Benchmark Survey enables you to compare your frequent flyer program performance with the ones of your competitors. Most of all, you will have the information needed to make decisions that will boost your passengers' appreciation and increase their loyalty to your airline.

## Subscribe and Strengthen Your Frequent Flyer Program

By subscribing to the FFP Benchmark Survey, you will benefit from information and insights that will help you improve your program and enhance customer loyalty, including:

- » The strategic knowledge you need to assess your FFP value proposition for frequent flyers
- » A detailed analysis of your competitive positioning in this important field of customer retention
- » A better understanding of your preferred customers' needs and expectations
- » Ways to improve the loyalty of your preferred customers to your airline
- » The information you need to make the decisions that will heighten your passengers' appreciation of your benefits and services

# The FFP Benchmark Survey Process

## The Methodology

Members of more than 15 worldwide frequent flyer programs are randomly selected and are invited to fill an online FFP questionnaire.

A representative sample size of 300 completed questionnaires per unique FFP is achieved. On average, this sample size is equally split among the different membership levels.

## The Questionnaire

To capture the complete FFP experience, the questionnaire tracks the performance of multiple FFP attributes:

- » Frequency of travel and purpose of travel
- » Identification of both FFP name & membership level
- » Earning Award & Tier Miles
- » Spending Award Miles
- » Perception of Higher Tiers Privileges
- » Overall FFP Experience
- » Usual Source of Earning Miles
- » Usual Way of Spending Miles
- » Fresh Miles Spending Experience
- » Feedback on Additional Services
- » Key Drivers of Airline Selection
- » FFP Communication & Interaction
- » Demographics & Personal Contact Details

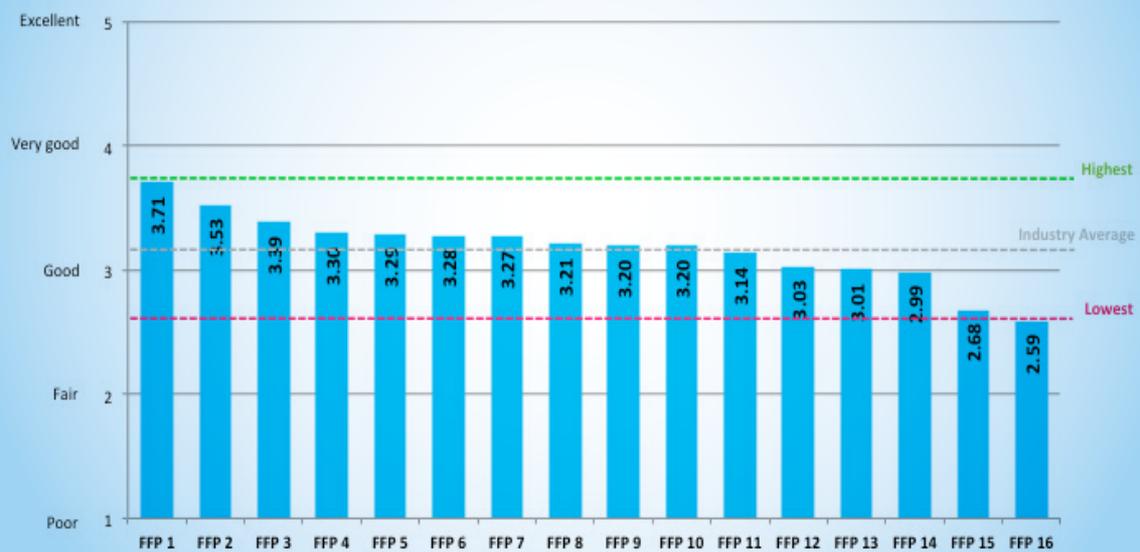
# The FFP Benchmark Survey provides a world of valuable information through the following deliverables:

1- Four different PowerPoint reports per FFP membership level as follows:

- » Entry Level
- » First Tier
- » Second and Third Tiers
- » All Membership Levels

## OVERALL MILES EARNING

FFP full name are intentionally coded in this chart but they are unveiled in the full report



All Membership Levels

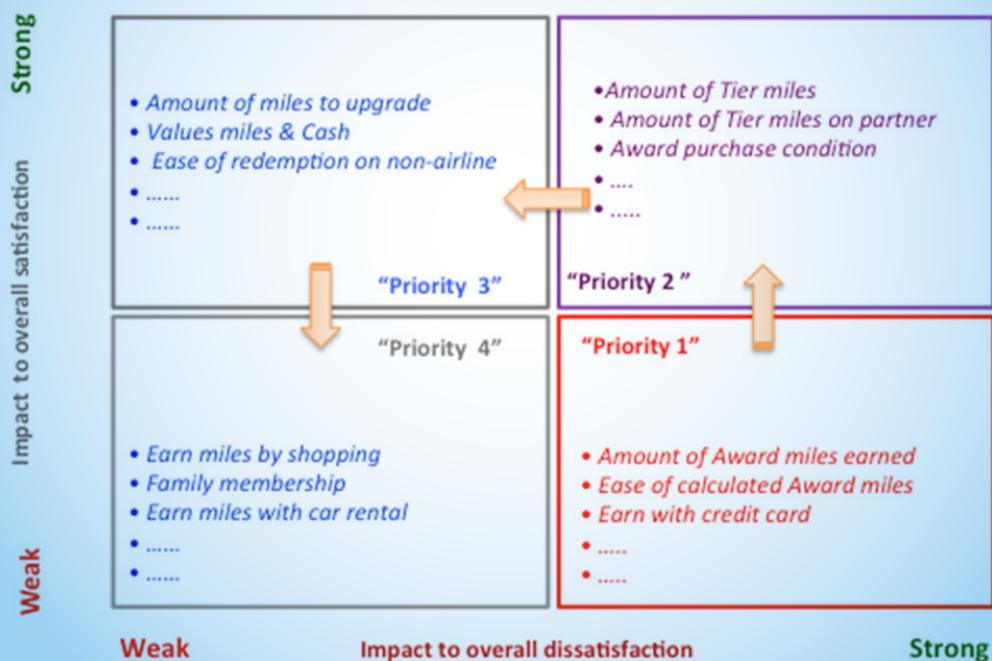




**2- Key Driver Analysis (Asymmetry Analysis):** This analysis, aims at finding the key drivers of satisfaction, without losing in sight that any given FFP attribute can impact both the customer satisfaction and the customer dissatisfaction. From this analysis, the FFP attributes will be grouped into 4 categories from higher priority to lower priority.

## KEY DRIVER ANALYSIS

### Extract – Key Driver Analysis – Entry Level



**3- Raw Data** (SPSS format) including answers to open-ended questions

**4- Data Tables** (Excel format)



## Get all the FFP information you need for one standard price.

It's the investment that pays back in loyalty and customer satisfaction.

Find out more on how you can improve your Frequent Flyer Program and increase customer loyalty.

To subscribe to IATA FFP Benchmark Survey or to receive more details, please contact us at [survey@iata.org](mailto:survey@iata.org).

