

Targeting and Managing High Value Customers

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Looking for insight about loyalty programs and travel industry background on frequent flyer schemes? Need information on the origins and practices of frequent flyer programs? Want to know specifics about two major case studies (Air Miles and Cathay Pacific Marco Polo)? Interested in how this information can apply to your industry? If so, this is the research paper for you.

Stone and his contributing authors describe customer loyalty issues and programs relevant to the travel industry and how the examples and principals detailed in this paper easily can be applied to a variety of other industries. Targeting and managing high value customers touches on the customer management issues which impact marketing, IT, and service managers in companies. The paper is especially geared to those handling large numbers of consumer and or business individuals. Identifying and targeting "high value customers" among the masses is a key element the authors describe.

Material for Targeting and managing high value customers is drawn from three major world airline markets: North America, Western Europe, and the Asia Pacific region. The authors discuss the impact of low cost airlines, price vs. premium and leisure vs. business. Chapters within the document cover such topics as technology in flight, in-flight entertainment, in-flight telecommunications, regionalization, franchising, and delivering services internationally. The authors also include sections on hotel chains, car companies, and consumer credit and charge card companies.

Chapters also detail relationship marketing by airlines, the history of frequent flyer programs and differentiating customer service. An informative chart breaks down the phases in typical customer relationships and associates these stages with customer behaviors, perceptions, and recommendations. Additionally, the authors provide summary case studies for the Air Miles program and Cathay Pacific's Marco Polo Club.

To order " Targeting and managing high value customers" in its entirety, contact April McHenry at amchenry@us.ibm.com or telephone 972-561-6940. The document can be sent either electronically via e-mail or in hard copy via mail.