



Background

Asia Miles™ is the leading travel reward programme in Asia with over 3.7 million members and more than 400 partners worldwide.

However, in the intensely competitive travel sector, differentiation is key to ensuring continued loyalty and engagement – and to maintaining ancillary revenue.

So Asia Miles were looking for something fresh to set them apart; something that could provide their members with genuine added value.

Solution

Collinson Latitude™ proposed iShop - a merchant-funded loyalty shopping programme, which enabled Asia Miles to leverage the growth in member spend via ecommerce and reward those customers with miles.

The iShop portal allows members to earn Asia Miles whilst shopping online from a wide range of global merchants. Members can then redeem miles for flight awards to over 900 destinations worldwide plus an array of lifestyle awards to choose from.

For members, a key advantage to the new programme is that they are not restricted to shopping within their own country and can choose to shop globally on iShop. Participating countries include the UK, the US, Australia, Japan, China, Korea, Hong Kong, Singapore and Taiwan.

For Asia Miles, iShop offers numerous benefits, including increased member engagement.

Asia Miles also generates revenue through any sales on iShop – and the whole programme is funded by the merchants.

Results

iShop is built on Collinson Latitude's online reward platform RewardAll™ and was launched within just eight weeks for Asia Miles. Asia Miles has been pleased with the results.

**Paul Loo - General Manager,
Cathay Pacific Loyalty
Programmes, says:**

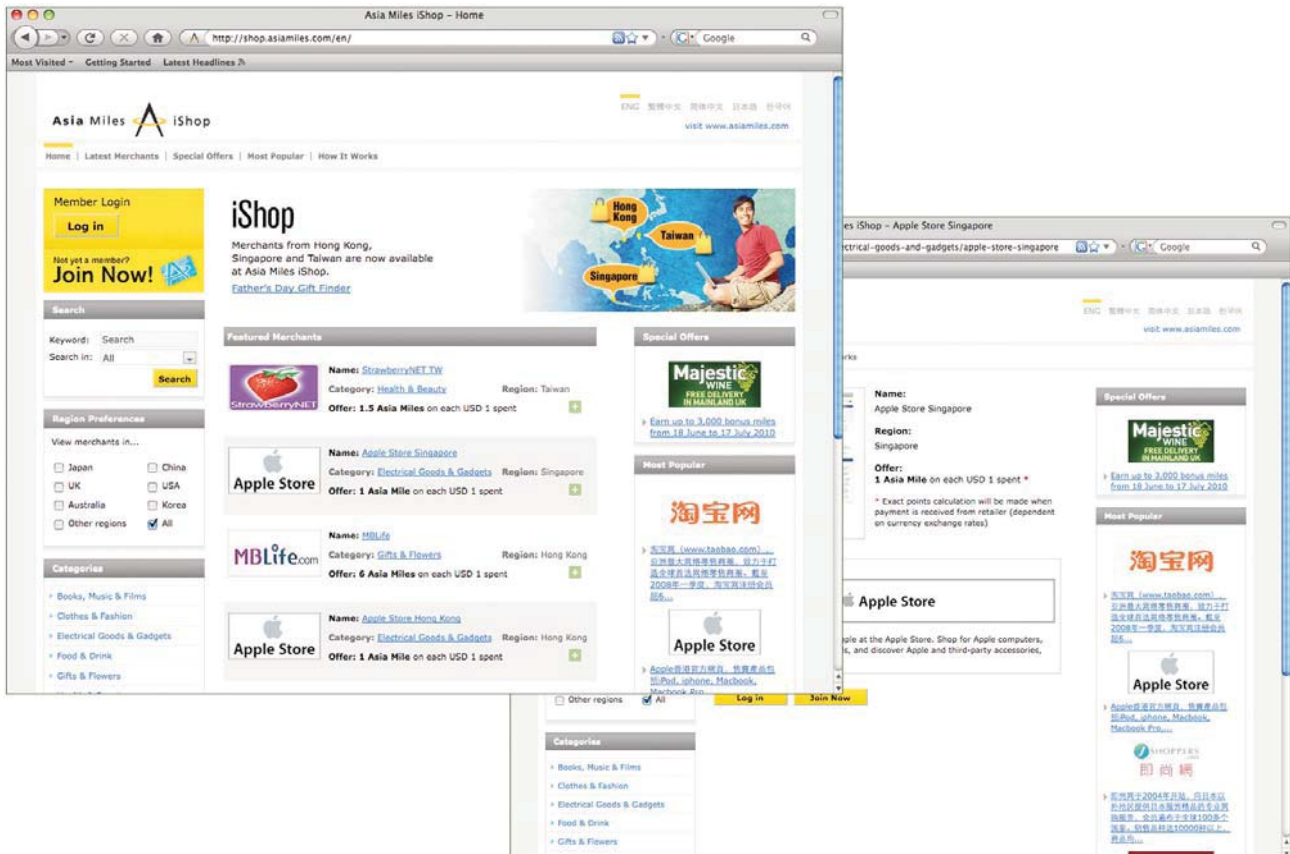
We are pleased to bring Asia Miles iShop to our members and consumers worldwide who prefer to shop online. Asia Miles iShop makes it convenient to purchase many everyday items, anytime, anywhere – with the added benefit of members being able to earn miles. Asia Miles iShop has been running successfully and we will continue to add more merchants in more countries for the benefit of our members



RewardAll™



Our Work



The Collinson Group – pioneers in revenue growth

Collinson Latitude is part of the Collinson Group - with over 20 years' experience in membership, loyalty and marketing services, servicing 4 million of our own customers.

As a global provider of incremental revenue products and services we enable clients to generate new, lasting revenue streams, drive loyalty, and motivate and engage their customers.

We have implemented numerous successful programmes for leading global brands, having developed relationships with over 20,000 partners and online merchants around the world.

Our range of international blue chip clients includes some of the world's leading hotel, financial services and airline brands. The long-standing relationships we have with many of these clients are testament to our passion and expertise.

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RewardAll™

