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WORLD PASSENGER FESTIVAL



SPONSOR INTERVIEW

Interview with:

David Glantz

Director of Business Development & Consulting
Loyalty Partner Solutions GmbH



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David Glantz was born and raised in Germany. After university's degree he joined a management consultancy and specialized in the area of sales, marketing and CRM with a focus on customer loyalty. He supervised more than 35 successful loyalty projects. As an expert for loyalty, digitalization and omnichannel marketing, he is responsible for the consulting business including sales, innovation and marketing department at Loyalty Partner Solutions since 2016. His biggest recent long-term loyalty-IT-solutions feature both, railway and aviation companies, for amazing insights. One of his most innovative trends, green loyalty, fits perfectly into railway sustainability.

What excites you most about the loyalty sector in rail?

Developing CRM and marketing campaigns into powerful loyalty programs is an amazing opportunity for leading railway companies nowadays. It perfectly supports the transition from a governmental transportation company into a digital customer-centric mobility provider. Deregulation and a wider choice of regional and cross-border shared traffic services, combined with a need for more sustainable mobility, will differentiate customers who have to travel by railway, from those who want to do so.

Legacy railways have an enormous brand awareness and database of frequent travellers for generations, with so many touchpoints and a remarkable duration time to spent in your coaches and with your service offers. This frequency is much higher than in aviation, all you need are the right mechanics in your loyalty-IT solution!

Furthermore, regarding current and future increasing sustainability aspect, the railway industry is gaining more and more attention from customers and has the potential to become a pioneer of green mobility and to reward customers for their sustainable choices through loyalty programs.

Loyalty is not only customer retention, but an important additional revenue stream.

Are there future trends that you see emerging in loyalty that may impact the success of programmes?

Based on the results of market research from our Innovation & Consulting department, we identified Green Loyalty, Individual Loyalty & Hyper Personalisation, the Convergence of Loyalty & Payment, Connected Customer, and Gamification and Engagement with new technologies.

Green Loyalty: As desire to travel the world continues to rise, so does awareness for the environment. Green Loyalty rewards your members for their sustainable behaviour during their travels and beyond, a service that we developed and already offer at LPS.

Individual Loyalty: Through various data collection and analysis methods, each customer is offered customized redemption and collection opportunities throughout the journey in real time and depending on location, emotions, etc.

Loyalty & Payment: Loyalty currency becomes a real currency from the customer's point of view. This is achieved by a stronger convergence of loyalty and payment, with different foundations such as time, turnover, etc. for the calculation of points.

Connected Customer: Through connectivity, customers will be connected on their future journey via the loyalty program. This results in individual benefits such as personalization, support during the journey, and contact with other customers via a shared network.

Gamification & Engagement: Gamification mechanisms in combination with new technologies will increase customer engagement in the future. In addition to the engagement aspect, concrete, desired behaviour will also be incentivized by stimulating customers through playful aspects.

We will introduce the top trends in our speaking at World Passenger Festival on 18th November at 12.30 o'clock and are pleased to discuss them with you on our stand no. 44.

Loyalty Partner Solutions have a background in the Aviation space, what are the key things that rail operators should look to emulate as they develop their own loyalty programmes?

Yes, it is true, our company Loyalty Partner Solutions has a strong background in the Aviation industry. But we are also working for more than 15 years as general contractor for CRM & Loyalty for Europe's largest railway company, Deutsche Bahn Fernverkehr AG.

As the only loyalty company, who is running its own coalition program PAYBACK in different European countries, we have a comprehensive view on the entire loyalty space. The airlines have the most mature programs in travel and transportation, but railway companies can catch-up by using best practices, especially after substantial behavioural changes within the pandemic. The main drivers of success of a vibrant loyalty program are:

1. Differentiation for member clusters.
2. Program reach: from frequent travellers to lifestyle interactions.
3. Efficiency: short time-to-market at reasonable total costs.

What are the biggest opportunities in loyalty that excite you the most at the moment?

As the commercial value of loyalty programs is getting more and more transparent the relevance of loyalty managers and the programs itself in the internal hierarchies increases. It is obvious that the impact of the loyalty program to the top line and bottom line is huge which should be aligned with investments into this area. Developing your loyalty program can directly influence customers behavior und increasing occupancy, yield and total amount of travelers. Our Green Loyalty Concept perfectly meets the wish for sustainability, a key driver for future railway business success.

For any transport company looking to increase loyalty of their customers, what is your number one piece of advice?

Turn on your customer view by feeling their pains, identifying their gains, find what they wish for and what they fear. Because only then can you create products and services people not only like but love, which they not only casually use, but they are loyal to.



Taking place in Amsterdam this November, The World Passenger Festival is for global public transport leaders who are driving forward the strategy, tech and innovations shaping the future of sustainable transport and mobility.

Covering Sustainability, Customer Experience, Commercial Strategy, Digital Transformation, Distribution and Ticketing, this is where the commercial ecosystem meets.

David Glantz and the Loyalty Partner Solution team will be joining us at the World Passenger Festival this November to share their insights into the opportunities for loyalty with attendees.

[Book your spot now to join them >>](#)