



TURKISH AIRLINES SELECTED COMARCH LOYALTY MANAGEMENT TO FURTHER IMPLEMENT ITS FREQUENT FLYER PROGRAM, MILES&SMILES

News / Airlines



Turkish Airlines has chosen to implement Comarch Loyalty Management (CLM) for their Frequent Flyer Program called "Miles&Smiles". The carrier operates the largest network in terms number of international destinations and number of flying countries. Their broad offer allows the clients to choose over 260 destinations. In the year 2014 Turkish Airlines handled over 54,7 million passengers on board their aircrafts and has been ranked as a top airline in 4 categories in prestigious Skytrax World Airline Awards 2014.

"We decided to do business with Comarch because we wanted to further improve our current loyalty system and appeal it to the needs of modern travelers," says Ziya Öztürk, Marketing Senior Vice President of Turkish Airlines. "Our main goal is to have all of our passengers meet with our Miles&Smiles Program which provides broad opportunities and create a large partner ecosystem across all countries our passengers land. I am sure that with an innovative solution we will reach this goal and enhance our global loyalty proposition."

5.5 million members of Miles and Smiles program will be migrated from existing platform to CLM. Revamped Miles&Smiles will continue to be integrated via CLM with Frequent Flyer Programs, offered by 27 Star Alliance members airlines, to deliver common recognition, accrual and redemption proposition across the group.

"We are very proud of working with Turkish Airlines on the implementation of Comarch Loyalty Management to support a new loyalty proposition for its customers. Thanks to the mature product mixed with innovative ideas and flexible approach, the new solution will offer great set of new functionalities to enrich the loyalty program benefits and engage new partners," says **Joanna Tomczyk, Country Manager, Comarch Turkey.**

"The implementation of Comarch Loyalty Management focused on relaunch of Miles&Smiles program is a part of significant turnaround process of Turkish Airlines CRM. The project is positioned to be one of the main contributors and pillars to the dynamic global growth of the airline, as well as further penetration of Turkish market, through more relevant and engaging loyalty proposition. Comarch is proud to be part of this process," adds **Piotr Kozowski, Consulting Director.**

Comarch Loyalty Management is a part of Comarch CRM & Marketing platform and provides the clients with cutting-edge IT solutions made for comprehensive management of loyalty programs by enhancing customer relations and supporting marketing activities. Among the airlines that have chosen CLM are: JetBlue Airways, Azul Airways and S7, Brussels Airlines, CEBU Pacific.

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