



# KLM BlueBiz life cycle 2.0

*from e-mail contacts  
to valuable relationships*



bluebiz  
from geert de jong

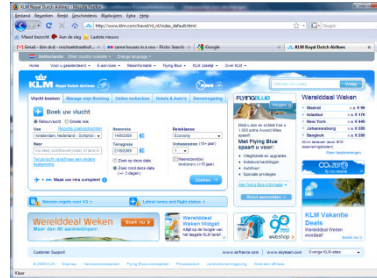


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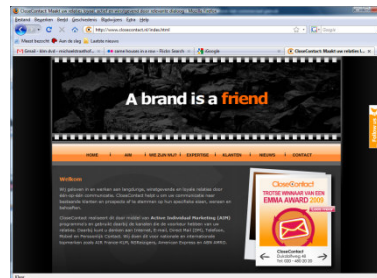
# Even voorstellen...

**Annemieke Bossen**



**KLM Royal Dutch Airlines**

**Hans Meijer**



**CloseContact**

**Michael Straathof**



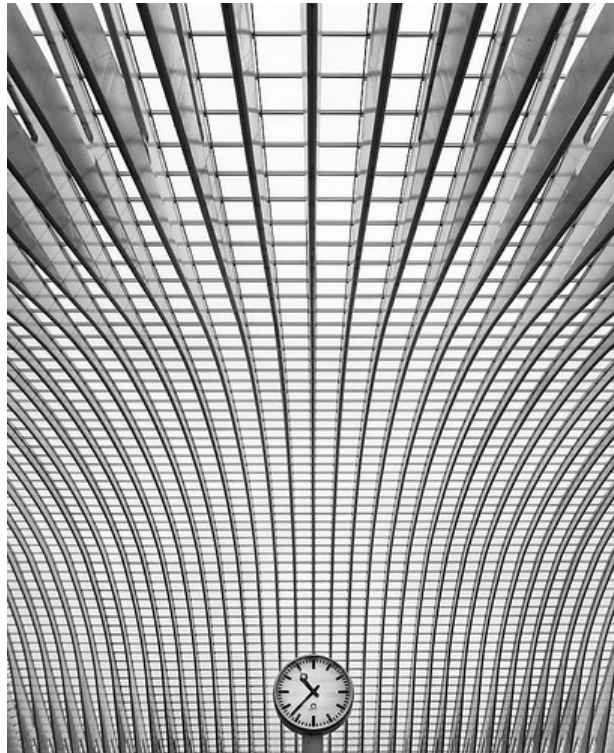
**MichaelStraathof.com**

# BlueBiz, how it works...

- BlueBiz is KLM's companies loyalty programme, currently available in 63 countries
- Companies saves Blue Credits with each flight
- Blue Credits can be saved on top of Flying Blue
- 1 Blue Credit equals 1 local currency
- Blue Credits can be used to buy free tickets
- Companies can enroll in the programme for free



# Starting points 2008



- The programme gathered loads of travel data in 6 years
- BlueBiz was supported by an event driven lifecycle since 2005
- This lifecycle improved the interaction with the contact person
- The life cycle orchestrate the communication pressure worldwide
- The lifecycle resulted in communication to the right person at the right time



**The communication itself was the same for everybody though...**



# Goals 2008-2009

<b>Commercial results</b>	<b>Marketing goals per 1/5/2008 (index)</b>
Total active members	105
Turnover per active member	102
Turnover active BlueBiz members	107

Turnover active BlueBiz members	107
Turnover per active member	102
Total active members	105



# BlueBiz life cycle strategy





Traveler/booker

Secretary/office manager

Travel manager

Travel agency (secondary)

**Audience**

# BlueBiz life cycle Toolbox

1. The BlueBiz monitor
2. The SME segmentation
3. The BlueBiz database
4. The campaign database
5. The life cycle e-mail programme



# BlueBiz life cycle 2.0 Strategy

1

More contextual communication through  
**profiling**

2

More relevant communication through  
**behavioral segmentation**

3

More dialogue oriented through  
**interaction**

4

More value oriented communication through  
**personal service campaigns**

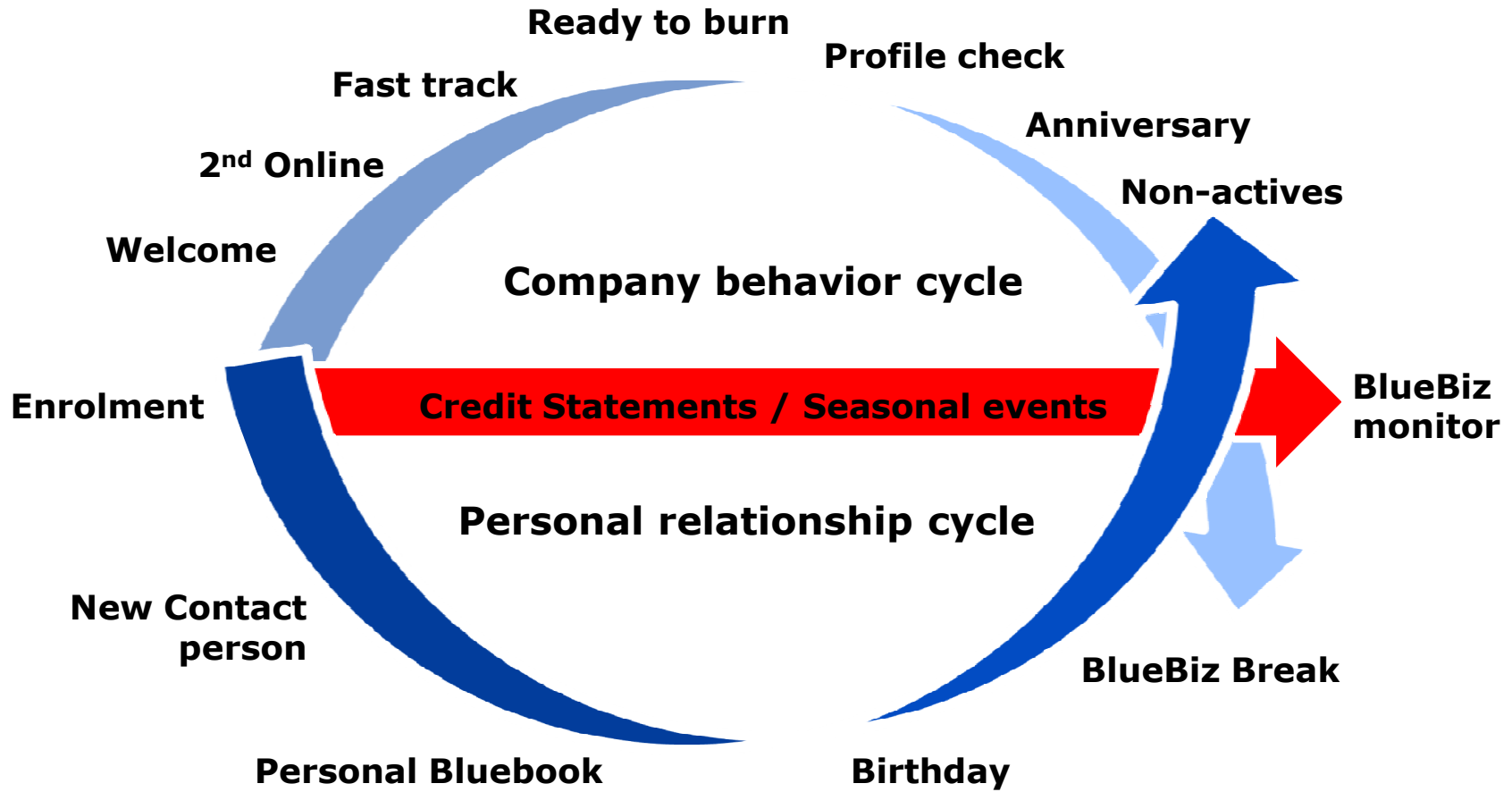
# BlueBiz life cycle 2.0

*engaging valuable  
relationships*

- at the right time
- to the right person
- with the right messages



# BlueBiz life cycle 2.0





# Examples





# BlueBiz - Birthday

## *the 'make your own choice' campaign*



Having trouble reading this e-mail, [view the hosted version](#). To receive this mail directly in your inbox, add [bluebiz@klm.com](mailto:bluebiz@klm.com) to your address book.

### Choose your own birthday gift!



Dear Ms. Spiering,

We'd like to take this opportunity to thank you for your ongoing support and offer our congratulations from the whole BlueBiz team!

On this special day, we would like to give you a birthday gift. We thought we'd leave it up to you to choose. Just let us know which gift you like the most and we'll send it out to you directly.

[Choose your gift! >](#)

Kind regards,

Herbert Verschuren  
Acting Director Customer Relationship Management

**CloseContact**

BlueBiz Number : EN123456  
Blue Credits : 237300

[Log in >>](#)

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# BlueBiz - Birthday

## *the 'make your own choice' campaign*



**Congratulations Mr. Spiering!**

Congratulations with your birthday. Choose your own birthday gift here and supply us with a shipping address on the next page. We'll send it out to you right away. Enjoy your birthday!

BlueBiz stationery set	Convenient to use Carry-on Bag	Luxe Ritual travel set
 <p>Organise your desk with this stationery and have everything within reach. It comes with a complete 'post-it set' as shown.</p> <p><b>This is my choice!</b></p>	 <p>Whatever bag you pack, you always have your essentials to hand. The things you carry stay the same, while the bag you travel with differs.</p> <p><b>This is my choice!</b></p>	 <p>Indulge yourself with this luxe ritual travel set including A strengthening Shampoo, ultra hydrating body lotion and cooling shower gel. Variety: Cool Travel (with Chinese mint and Bamboo).</p> <p><b>This is my choice!</b></p>

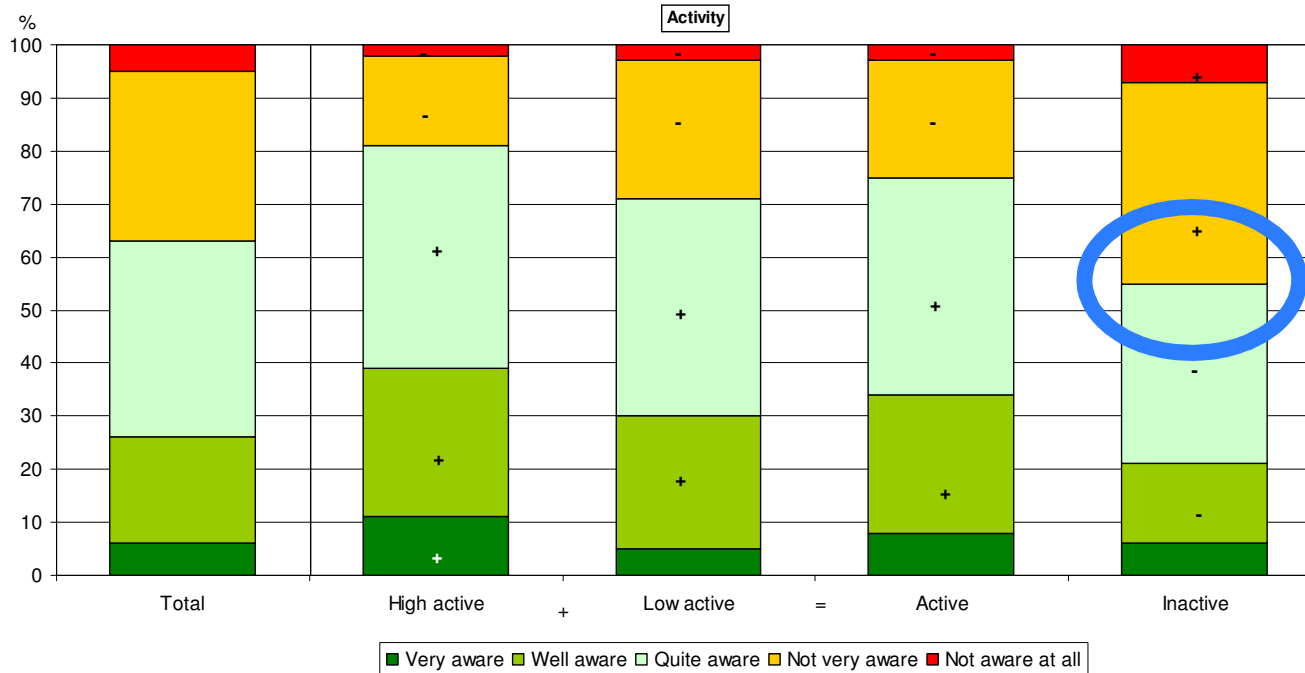
Step 1 of 3

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# BlueBiz - Non actives

- The BlueBiz monitor showed a positive knowledge level and attitude amongst inactive
- An in-depth study towards inactivation was conducted which showed a high potential and true reason of inactivity: behaviour

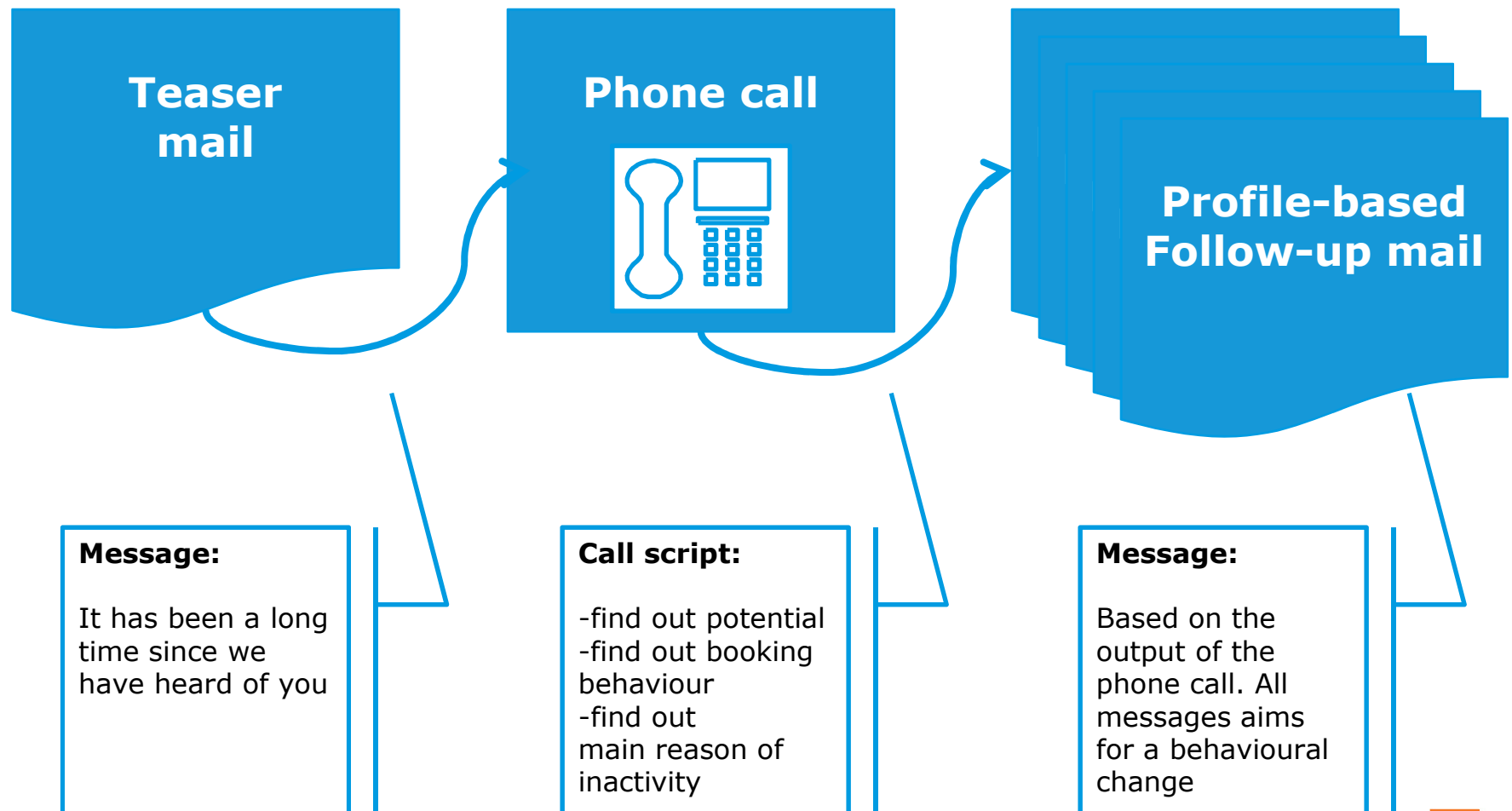
How aware do you feel about the content of the BlueBiz program?(excl. do not know)



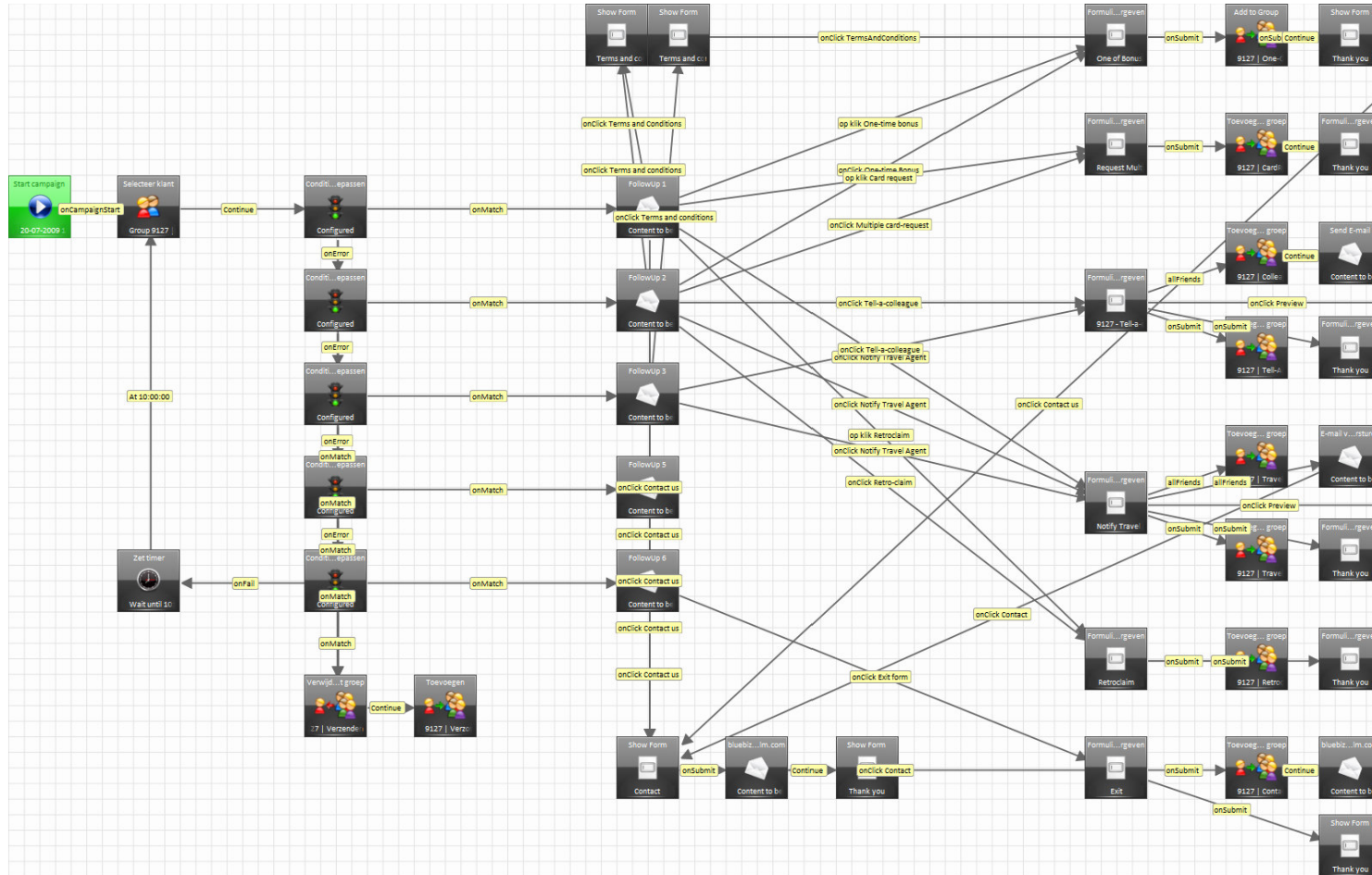
# BlueBiz - Non actives *the 'sandwich' campaign*



# BlueBiz - Non actives *the 'sandwich' campaign*



# BlueBiz - Non actives the 'sandwich' campaign





Your rewards are about to take off again



Dear Mr. Van de Ven,

Thanks for taking the time to speak with us. It's important that you are using the BlueBiz number when making a reservation. Please make sure you are using the BlueBiz number in the retro-claim form. Please supply you with multiple copies.

Just let us know and we will

We would also like to thank you for your loyalty. To reward your loyalty we would like to offer you a one-time extra bonus of 100 BlueBiz credits in the retro-claim form. Please

Your rewards are about to take off again



Dear Mr. Van de Ven,

Thanks for taking the time to speak with us. It's important that your travel agent quotes your reservation. Just give us your travel agent's name and e-mail address and we'll **pass on the**

OPTION 1

Retro-claim Blue Credits

# Results (UK):

## >50% medium or high potential for BlueBiz

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agency

To make the most out of BlueBiz that your travel agent quotes your reservation. Just give us your travel agent's name and e-mail address and we'll **pass on the message for**

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recognised and offered priority service

What's more, KLM regularly comes up with new ideas. Considering booking a flight? Ask your travel agent or **check it out yourself**.

Kind regards,  
Herbert Verschuren  
Acting Director Customer Relationship Management

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Dear Mr. Van de Ven,

Thanks for taking the time to speak with us. We are very sorry to hear that you've decided to leave BlueBiz. It was a pleasure having you as a member.

We would like to thank you for the interest you have shown in our airline and in BlueBiz, our company loyalty programme.

To unsubscribe from corporate BlueBiz [please click here](#).

Kind regards,

Herbert Verschuren  
Acting Director Customer Relationship Management

Company name:  
CloseContact

BlueBiz Number:  
NL006

Blue Credits:  
12500

[Log in >>](#)

[Request password >>](#)

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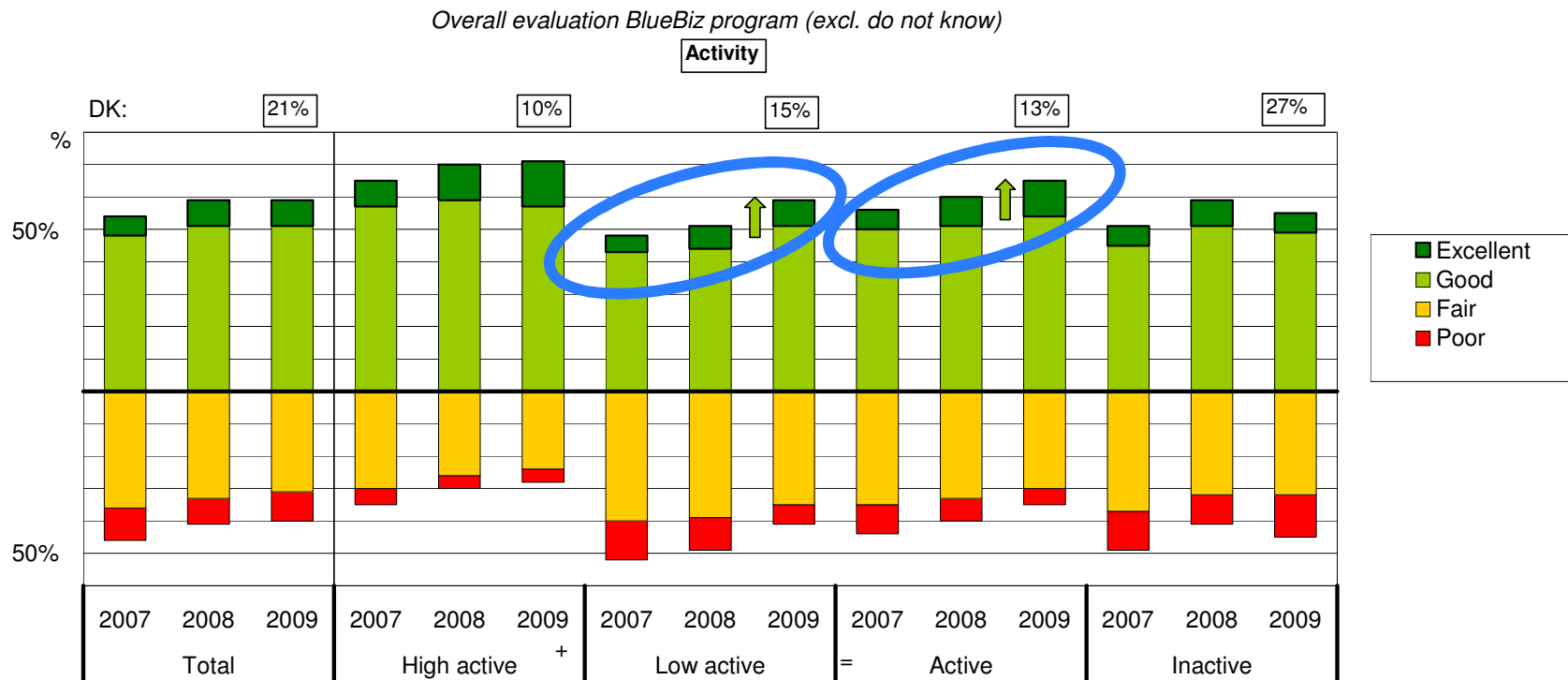
# The overall effects...



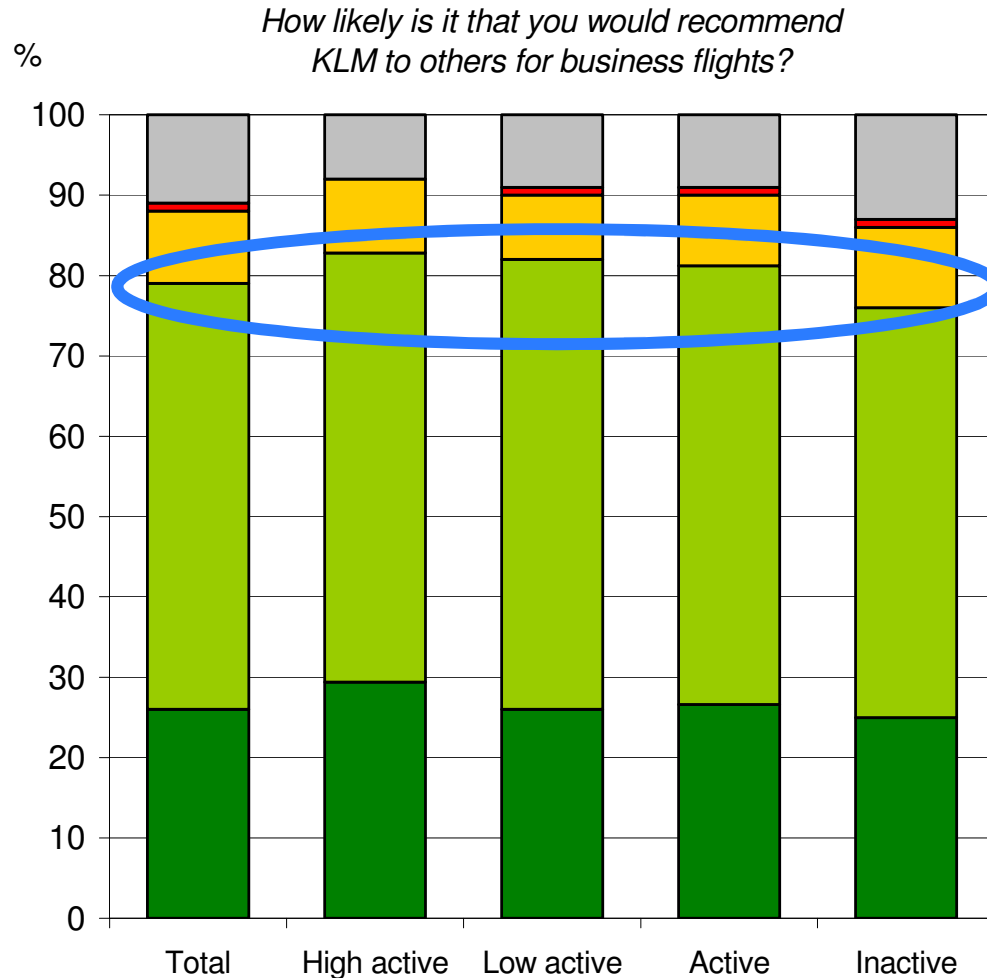
# Marketing communication results

## Satisfaction

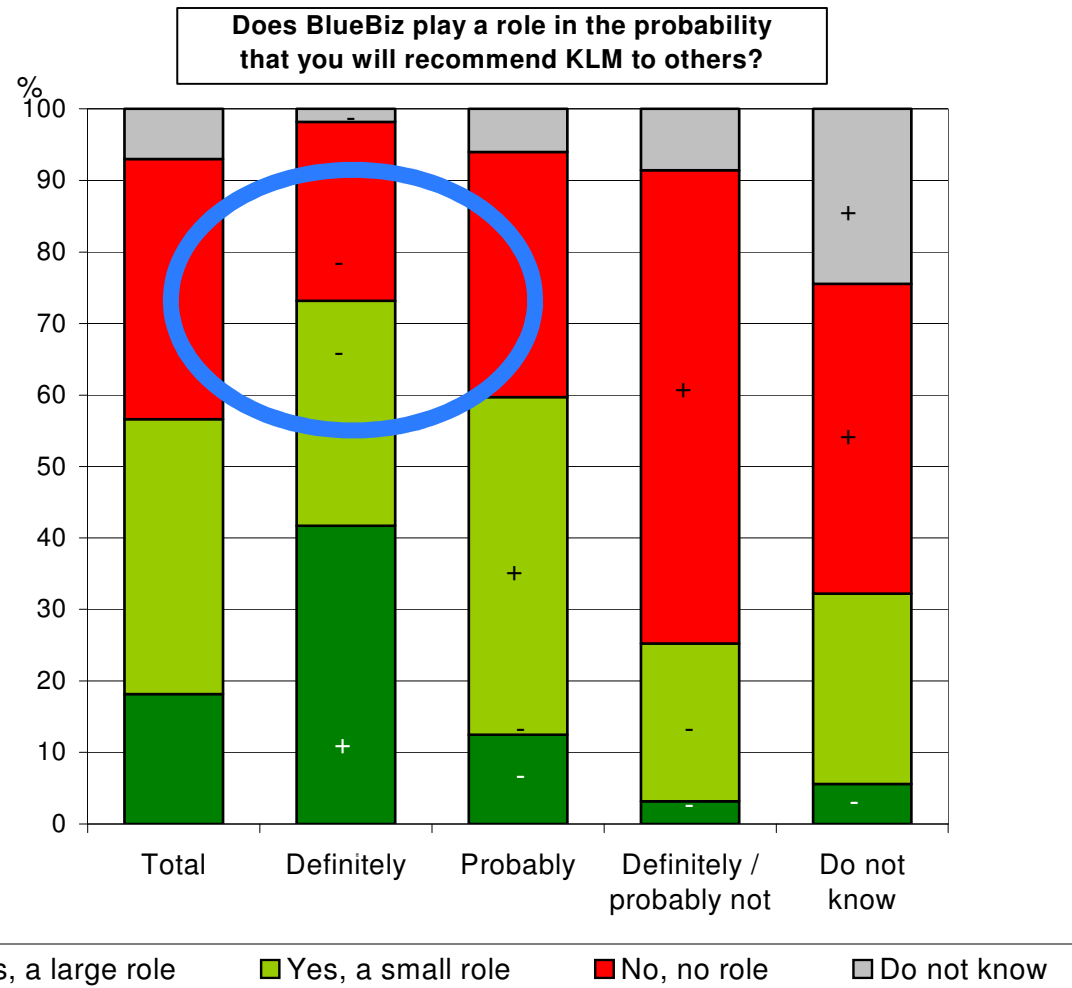
- Strongest growth in satisfaction with low actives (1 booking/2yrs) and actives (1booking/yr)!



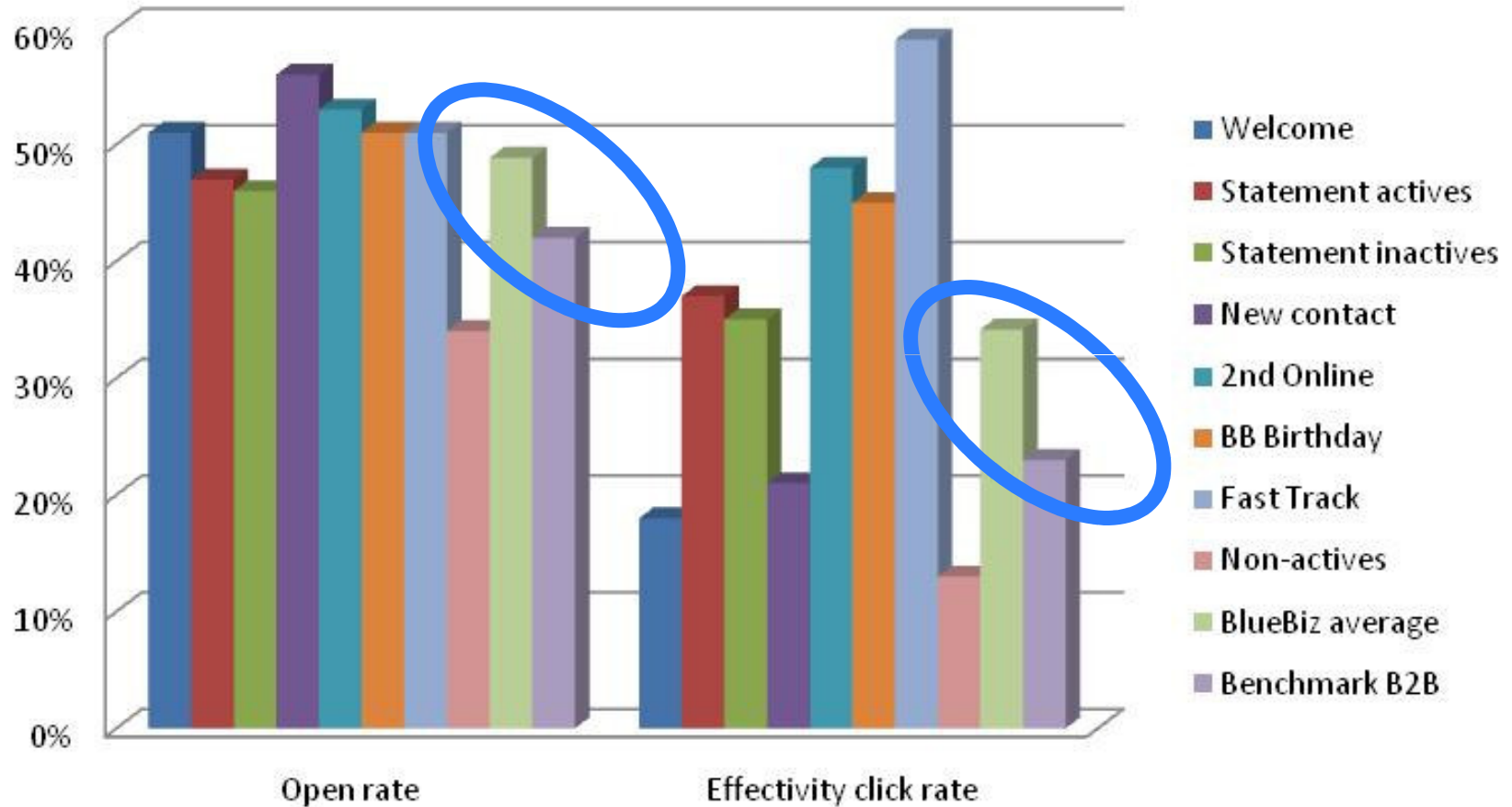
# > 80% of the BlueBiz members would recommend KLM



# BlueBiz increases intention to recommend KLM

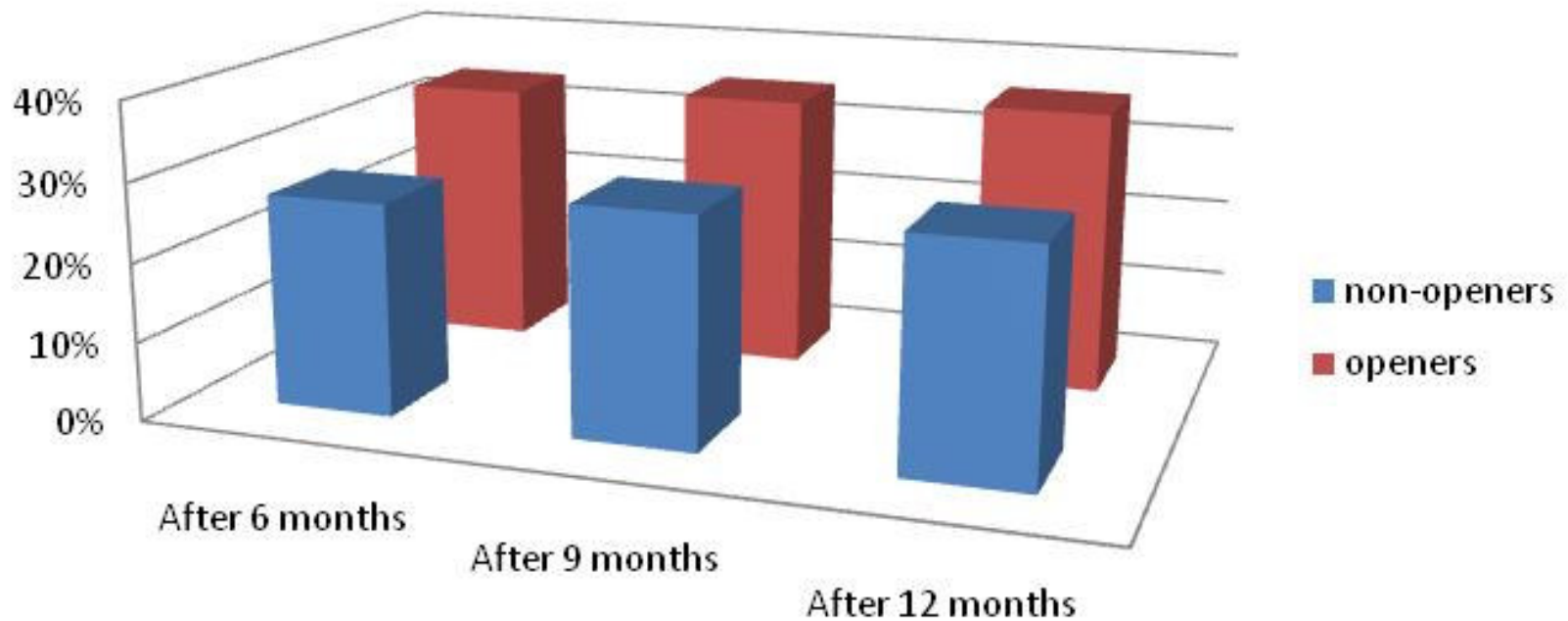


## E-mail results BlueBiz life cycle





## % Bookers after welcome programme



# Marketing results

<b>Commercial results</b>	<b>Marketing goals per 1/5/2008 (index)</b>	<b>Results per 1/5/2009 (index)</b>
Total active members	105	122
Turnover per active member	102	90
Turnover active BlueBiz members	107	<b>110</b>

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Turnover per active member	102	90
Total active members	105	122

**BlueBiz is  
95%  
e-mail marketing**

**e-mail marketing**

# Budget

*01/05/2008 – 01/05/2009*

**€ 2.777,78**

Per country, with 63 countries and 11 languages  
(NL, UK, DE, IT, ES, FR, RU, CN sim, CN tra, JP, KR)

**€ 4,86** / member with 36.000 members

# What did we learn...

- **E-mail processes become more complex** when implementing personal interactive communication. You need to master this process. Lead time will increase to create a campaign.
- **Using the complete distribution chain** is a success factor for improving the ROI (eg. travel agents)
- **Personalized campaigns can be effective** also for countries with few members, through a modular set-up and offerings of 'decide yourself' options.

# There's always room for improvement...

Coming year we will concentrate to firm the basics of a new joint programme of KLM/Air France (outside NL)

- Double the amount of countries, memberships, languages, ...





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