



British Airways

Case study

Digital Relationship Marketing (RM) Academy

Extending the consumer journey with RM


British Airways: Building brand, building loyalty

British Airways


Creating new reasons to buy

- Using seasonal promotions
- Finding reasons to re-contact customers
- Targeting high-value customers with relevant messaging
- Building awareness of offers

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Home Log in Flights Hotels Contact us



This winter, relax in business class.
And take even more comfort in the fare.

Dear Mr Meadows-Klue,
Now you can afford to treat yourself, and get your holiday off to a flying start, with our special limited-time offer on **Club World** and **Club Europe** flights to some of your favourite destinations.

Great offers always fly fast.
So this winter, start your journey refreshed, relaxed and ready for your holiday - and look forward to returning the same way. Just remember to book soon, as these fares are only available until 25 November 2008.

USA & Canada [> Show all offers](#)

Depart	Destination	Price from*
London Heathrow	New York	£1,199

British Airways Changing brand perceptions

- Tackling the issues of speed of check-in with clear evidence
- Using customers to provide testimonials
- Sending messages that are so timely they enjoy added responsiveness and attention

From: British Airways Executive Club [mailto:BAExecutiveClub@my.ba.com]
Sent: 11 September 2008 18:05
To: Danny Meadows-Klue @ Digital
Subject: Yesterday at T5...



The screenshot shows the British Airways Executive Club website. At the top is the logo and the text "Executive Club". Below the logo is a navigation bar with links for "Home", "Log in", "Terminal 5", "News and Offers", and "Contact us". The main content area features a photograph of a smiling man in a striped shirt waving his hand. To the right of the photo is a text box with the following content:

YESTERDAY AT T5...

AVERAGE TIME THROUGH SECURITY WAS 5.2 MINS

This picture was taken at 8.50am yesterday which shows Patrick Olsson and friends on their way to Stockholm. 5.2 minutes was the average time the 818 customers we asked told us it took them to pass through Security yesterday, between 6am and 2pm. We had to stop at 2pm so we could make our press ad.

[Find out more](#)

British Airways Selling loyalty to BA miles

- Using eRM to boost key business goals
- Promoting “Greater Part Cash Part Miles flexibility for Executive Club Members”

From: British Airways Executive Club
[mailto:BAExecutiveClub@my.ba.com]

Sent: 21 October 2008 18:46

To: Danny Meadows-Klue @ Digital

Subject: Greater Part Cash Part Miles flexibility for Executive Club Members



The screenshot shows the British Airways Executive Club website interface. At the top, there is a navigation bar with links for Home, Log in, Spend BA Miles, Purchase BA Miles, and Contact us. Below the navigation bar, the page is personalized for a member. A membership box displays the number 48892708 and 99,344 BA Miles. The main content area features a personalized greeting: "Dear Mr Meadows-Klue," followed by a message about the new "Part Cash Part Miles" flexibility. The message states: "As an Executive Club Member you may have heard of Part Cash Part Miles, a much more flexible way to spend your BA Miles. We've introduced a new range of pricing options so you can now fly further by paying for a bigger portion of the ticket with cash or perhaps use your BA Miles to take a companion along with you? Visit lots of different destinations all over the world, a few of which you'll find below to get you started." Below the text is a call to action: "Click on the map below and let your BA Miles take you somewhere more interesting...". A world map is displayed with several red location markers. At the bottom, the message is signed off with "Warm regards, Sarah Keyes" and a handwritten signature.

Executive Club

Home Log in Spend BA Miles Purchase BA Miles Contact us

Membership no: 48892708
BA Miles: 99,344

Dear Mr Meadows-Klue,

As an Executive Club Member you may have heard of Part Cash Part Miles, a much more flexible way to spend your BA Miles. We've introduced a new range of pricing options so you can now fly further by paying for a bigger portion of the ticket with cash or perhaps use your BA Miles to take a companion along with you? Visit lots of different destinations all over the world, a few of which you'll find below to get you started.

Click on the map below and let your BA Miles take you somewhere more interesting...


Warm regards,
Sarah Keyes

British Airways Boosting loyalty to programme

From: British Airways Executive Club
[mailto:BAExecutiveClub@my.ba.com]
Sent: 11 November 2008 22:02
To: Danny Meadows-Klue @ Digital
Subject: You're invited to enjoy Gold status with
Starwood Preferred Guest

- Giving people reasons to engage
- Delighting loyal customers
- Building brand image and good will
- Creating discussion offline
- Using eRM to boost key business goals

[View this email in a web browser](#)

 Executive Club

Home | Log in | Partner Offers | More Partners | Contact us

Collect bonus BA Miles
and enjoy elite status with
Starwood Preferred Guest


[Activate now](#)

Dear Mr Meadows-Klue,

We're delighted to bring you an opportunity to increase the BA Miles you earn whenever you stay with our partner, Starwood Hotels & Resorts Worldwide, Inc. The Starwood collection includes some of the finest hotel names, including Sheraton®, Four Points® by Sheraton, W®, aloftSM, The Luxury Collection®, Le Méridien®, elementSM, Westin® and St. Regis®.

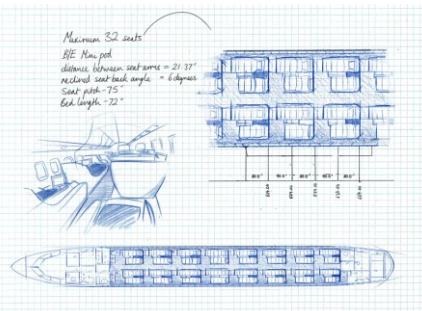
Join the Starwood Preferred Guest® programme and you will automatically receive Gold status until February 2010 - an elite level normally achieved after 10 stays in a calendar year. With Gold status, you'll earn three BA Miles per US dollar spent for eligible stays¹ at Starwood properties - a 50% increase over the usual two BA Miles. You'll also enjoy upgrades to an enhanced room at check-in and the luxury of a 4pm check out.²

Better still, Starwood would like to welcome you to Gold status with up to 20,000 bonus BA Miles for eligible stays up



British Airways Launching a new product

- Smart use of the PDF to show the seats and the new products
- Builds brand and personality, adding faces to the organisation
- Creates discussion
- Innovative subject line: Your new office will be flying out of London City airport soon



From: British Airways - Your office at 37,000 feet
 [mailto:BAExecutiveClub@my.ba.com]

Sent: 16 June 2009 19:07

To: Danny Meadows-Klue @ Digital

Subject: Your new office will be flying out of London City airport soon

[View this email in a web browser](#)

Dear Mr Meadows-Klue,

Let me introduce myself. My name is Jagdish Sihra and I am the Design Manager for an exciting new British Airways project. I've been asked by our team to share with you some of the thinking behind the soon to be launched Club World London City service, flying between London City airport and New York JFK.

As the first long-haul, business class only service to fly from London City airport, our brief was to design the most productive cabin environment ever. Back in March 2008, my team began the creation of your perfect office in the sky.

To meet our brief, we've made sure the cabin is spacious and airy. We've achieved this by configuring just 32 seats so that you will always be by the window or aisle. Of course, as well as feeling like a real office, it has to function like one. This means room to spread out, access to the internet and the ability to send and receive emails and texts. With so few people on board, you'll find the cabin incredibly peaceful - essential for work, and rest. Even the lighting adjusts to suit your mood. And to make sure you get some sleep on the way back, the seats recline into a fully flat six foot bed.

Having travelled to New York on business a fair bit myself, I am confident this service will not only enable you to be more productive, but save time too. Arrive at London City airport with hand luggage only and you can check-in just 15 minutes before departure. You'll also clear US immigration and customs at Shannon airport.

To give you a preview of what's to come, I've attached some early cabin designs. I think we stayed faithful to the brief. I hope you agree, when you try the service for yourself.

All the best,

Jagdish Sihra
 Design Management, British Airways

P.S. We'd love to know how you'll be spending your time on board. Here's a link where you can share your thoughts.

http://img.ed4.net/britishairways/Fisher/index_Exec.html

Sent from my iPhone



CabinLayout.pdf



SeatDesign.pdf

British Airways

Explaining new products

- Simple personal email
- On brand and selling, in a subtle way
- Matches how target consumers like to be talked with
- Makes an email broadcast feel personal



From: British Airways - Your office at 37,000 feet

[mailto:BAExecutiveClub@my.ba.com]

Sent: 14 September 2009 10:43

To: Danny Meadows-Klue @ Digital

Subject: Your Office in the Sky flies London City to New York JFK from 29 September

Dear Mr Meadows-Klue,

My name is Chris Stubbs. For the last year, it's been my job to develop the customer experience for the new British Airways Club World London City service to New York JFK. With the launch approaching on the 29 September and tickets on sale now, I'm glad to say we're well into the final stages of preparation, which included a special test flight last week.

I was onboard the flight and I want to give you a flavour of what you can look forward to. I arrived at London City airport with only hand luggage, so I was able to check in just 15 minutes before departure. Very shortly, I was through security and at the gate ready for boarding.

With only 32 seats, the cabin feels as spacious as it looks. After take-off we were offered canapés and drinks to help us relax into the flight. At Shannon, we made a quick fuel stop, and cleared US Immigration and Customs - a simple, straightforward process. In less than 20 minutes, I was through security and passport check and back in my seat. (I've attached a picture so you can see the room it gives you to work and relax.)

In fact, no time was wasted on the ground or onboard. I took the opportunity to use the new 'On Air' * service to keep me connected to the world. I was able to send and receive texts and emails on my mobile via my usual network, so it was just as easy to keep on top of work as it is on the ground. Then on landing at JFK, thanks to our stop at Shannon, I breezed through domestic arrivals and was swiftly on my way.

With two daily flights during the business week from London City Airport and JFK, it'll be an incredibly flexible service. We're looking forward to welcoming you onboard, and I'm confident you'll be as delighted as we are.

All the best,

Chris Stubbs

Customer Experience Manager

P.S. To find out more and book tickets, visit ba.com/clubworldlondoncity

*On-Air limited availability until 01 November 2009.



seating.pdf

British Airways Newsletters with personality

- Delivering key information in a simple, engaging way
- A newsletter that is on brand and simple
- Clear call to action
- The 'points' give a reason to recontact the customer each month
- Behind the scenes open rate data or profiling could drive 'next best offer' windows



Welcome to your latest newsletter

Dear Mr Meadows-Klue,

Summer is well and truly here. But if you've not had the chance to enjoy a little sunshine so far, there's still plenty of time to plan and book a last-minute getaway. This month's offers are packed with ideas about where to go and stay, so be sure to have a read before you take off.

[Newsletter Offers](#)

If you're looking for a magnificent hotel to relax in, we have no less than three of our hotel partners offering you bonus BA Miles this summer. Stay with Radisson Hotels and Resorts and you'll earn up to 500 BA Miles per night. Discover The Pierre, the flagship Taj hotel in New York, and double BA Miles are yours. And last but not least when you stay at one of the 270 Starwood Hotels & Resorts worldwide, you'll earn double BA Miles there, too.

To really get away from it all, perhaps you'll be tempted by our exclusive offer at Cap Maison, St Lucia. A week's stay at this breathtaking luxurious Caribbean hideaway, including a \$550 drinks credit, will cost just £1995 per person.

If you'd rather stay closer to home, then how about a short flight to Sharm el Sheikh? A paradise for snorkellers and divers on the Sinai Peninsula, we're celebrating this new route with half price BA Miles tickets.

No matter where you end up this summer, don't forget to order your foreign currency online through Travelex. Double BA Miles and 0% commission is a great start to any holiday.

Warm regards,



James Hillier
Executive Club Manager

Your Account

You are a:
Silver Member

Membership no:
48892708

Membership year ends:
08-AUG-09

[Log in](#)
[Update details](#)

Your BA Miles

131,223 miles

Your Executive Club Tier Points

605 points

WE'VE OFFERED
DOUBLE BA MILES
ON FLIGHTS BEFORE.
THIS TIME WE OFFER
YOU TRIPLE.
[FIND OUT MORE](#)