

Global Travel and Mobility Brand Increases Customer Win-Backs by 37%, Generates \$10 Million in Gross Profit



WHAT WE DID

Account Management

Customer Engagement Center



INDUSTRY

Transportation



RESULTS

\$10 Million in Gross Profit

Surpassed Profit Goal by 130%

20% Increase in Loyalty Program
Activations

37% Increase in Customer
Win-Backs

+25% Sales Improvement
vs. Incumbent



Declining Loyalty Program Returns Led to Member Churn and Revenue Losses

CHALLENGES

Declining loyalty program ROI

Low conversion from new to repeat customers

Difficulty engaging tail accounts

[SITUATION]

Despite having a robust loyalty program, a global travel and mobility brand found that many small-to-medium business members who previously used the company's booking services and loyalty program had gone inactive, and new members were not becoming repeat travel customers.

The company enlisted MarketSource to re-engage its dormant members, activate new ones, and improve loyalty program performance to drive long-term customer value.



Data-Driven Engagement Strategy Drives Customer Loyalty and Profitable Revenue Growth

[SOLUTION]

We collaborated with the client to design and execute a multi-faceted strategy targeting their tail accounts. The program involved three components:

1. Our welcome program engaged new loyalty members with personalized outreach, onboarding, and program benefits education.
2. The win-back campaign focused on dormant members who hadn't used the loyalty program in six months or more. We targeted non-users with consultative selling and data-driven segmentation.
3. We provided ongoing relationship management to maximize program profitability and customer satisfaction.

This strategic account management approach ensured consistent communication, improved customer experience, and increased loyalty program participation.

KEYS TO SUCCESS

Strategic account management

Targeted, data-driven customer segmentation

Consultative selling

\$10M

in gross profit—130% above the initial goal—was generated during the 12 month win-back campaign.

Real-World Results



\$10M in Gross Profit



20% Increase in Loyalty Program Activations



37% Increase in Customer Win-Backs



+25% Sales Improvement vs. Incumbent

The welcome program led to a 20% increase in loyalty program activations. The win-back campaign drove a 37% increase in program usage over 12 months, generating \$10 million in gross profit—130% above the initial goal. Additionally, we improved sales performance by 25% over the incumbent team and 19% over the client's own inside sales team.

MarketSource, an Allegis Group company, is a sales acceleration company focused on delivering better outcomes for many of the world's most iconic brands. We design and operationalize managed sales and customer experience solutions in B2B and B2C environments. Our solutions are purpose-built and tech-enabled to deliver measurable improvements in business outcomes.