



COLLINSON

Driving ancillary
revenue through deeper
customer engagement



We know travel

Collinson has been helping travel and transport brands to better understand and engage with their customers for over 30 years.

In a world of unavoidable delays, winning the loyalty of today's choice-rich and patience-poor rail traveller is more challenging than ever in this new experience-led economy.

We recognise the importance to you of delivering more personalised, insight-driven experiences for your customers; helping to create deeper and more profitable relationships.



Enriching customer experiences and building more profitable relationships for more than 30 years with the world's leading payment networks, over 1400 banks, 90 airlines, 20 hotel groups and global retailers.



How we can help maximise your ancillary revenue

Business insights and analytics

Acquiring and understanding your customer data is the key to true engagement. Our agile data ecosystem gives you access to both analysts and data scientists, as well as best-in-class business intelligence tools to reveal actionable insights that drive significant performance gains. By making sense of all types of data – from behavioural and purchase to website and social – our advanced analytics team future-proof your data strategy.

Growing your passenger database

The plethora of ticketing issuing options limits the ability for rail companies to own their customer relationships. Collinson's experience in working with suppliers in the travel sector from OTAs, to train operating companies, airlines, bus/coach operators and hotel brands means we are well-placed to help you overcome these challenges.

Customer engagement strategy

You don't get to work with some of the world's biggest and best-known travel brands and not know a thing or two about strategy. We work with you to better understand your customers' individual needs and wants to build an engagement strategy that drives deeper, more profitable long-term customer relationships.

Loyalty programme management

We provide end-to-end programme management, combining full-service agency capabilities with day-to-day, ongoing support - from analytics and research, to customer journey and omni-channel communications planning. Utilising machine learning we optimise high-volume, personalised, multi-lingual communications globally. We also provide 24/7 first-line support and call-centre, chat and self-serve customer service where needed.

Ancillary revenue has become an essential part of your overall business strategy. The challenge is finding the balance between revenue generation, personalisation and a positive customer experience – our solutions and team of loyalty experts deliver this balance.

Bespoke benefits and innovation

Collinson's strategy is drawn from first-hand commercial experience, operating its own travel brands including the Priority Pass™, LoungeKey™ and Lounge Pass airport lounge network, and Columbus Direct travel insurance. Our innovative technology includes our own loyalty engines, card-linking and earn and redeem platforms with an unrivalled retail, merchant and partner network, plus a unique subscription-based Paid Loyalty model to improve customer experience.



A sample of our experience

“ We engaged Collinson in December 2016 to develop our loyalty solution. With a collaborative and flexible approach, their technical team worked tirelessly to understand and propose the best solutions to seamlessly integrate with our legacy systems and evolving technical landscape.

It was extremely valuable for us to leverage Collinson’s technical expertise throughout this complex project. The team delivered on time, became an extension of our resources and they were a pleasure to work with.”

Rakesh Patel

Head of Customer Systems
Eurostar



“ Right from the outset, the Collinson team really sought to understand our business and how to create a loyalty offering that was relevant to our customer base.

We now have the foundations in place for an offering that we believe will make a material difference to customer loyalty to National Express.”

John Boughton

Commercial Director
National Express Coach



How Collinson can help

Collinson is a global leader in customer benefits and loyalty. We deliver exceptional travel, assistance and insurance products that differentiate value propositions, and loyalty solutions that win deeper, more valuable customer relationships.

For over 30 years, we've been chosen by the world's leading payment networks, 1,400+ banks, 90+ airlines and 20+ hotel groups to craft customer experiences that win competitive edge. This enables them to acquire, engage and retain the most profitable, but most demanding customers. Our clients include Avios, Air France KLM, easyJet, Esprit, Hackett, Mastercard, Radisson Hotel Group, Sephora, Virgin Atlantic and Visa.



18 locations



13 countries



2,000 talented individuals



800+ clients

Connect with us today

Email: travel@collinsongroup.com

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