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Asia Miles CEO

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1. Owning Your Customer in a Personal Way

亞洲萬里通
ASIA MILES 

Loyalty Programme



CRM



Rewards Programme



Benefits?

Right to Communicate

Right to Understand

Ability to Partner

Influence Purchase Behaviour



Mercedes-Benz

Unilever



ESTÉE LAUDER

Intermediated Relationship?



Unilever



ESTÉE LAUDER



Mercedes-Benz



Direct Relationship?



NETFLIX



~~Ownership~~ of customer data?



Provide Value

Custodian of
Customer data



Your Location

Your Contacts

Your Documents

Your Schedule



Provide Value


Custodian of
Customer data

A photograph of two women sitting on a bed, laughing joyfully. They are surrounded by travel items, including a camera, a basket, and some clothing. The image is dimmed to serve as a background for the text.

Are you owning your customers?

**Do have have the permission to
communicate and to have their data?**

2. Using insight to help relevancy

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Holistic understanding



Understanding = Insight Driven

Data Analytics & Insights

Action using insights

Quantitative

- Demographic
- Transactional
- Sized

Qualitative

- Behavioral
- Emotional
- Perceptual



INSIGHTS

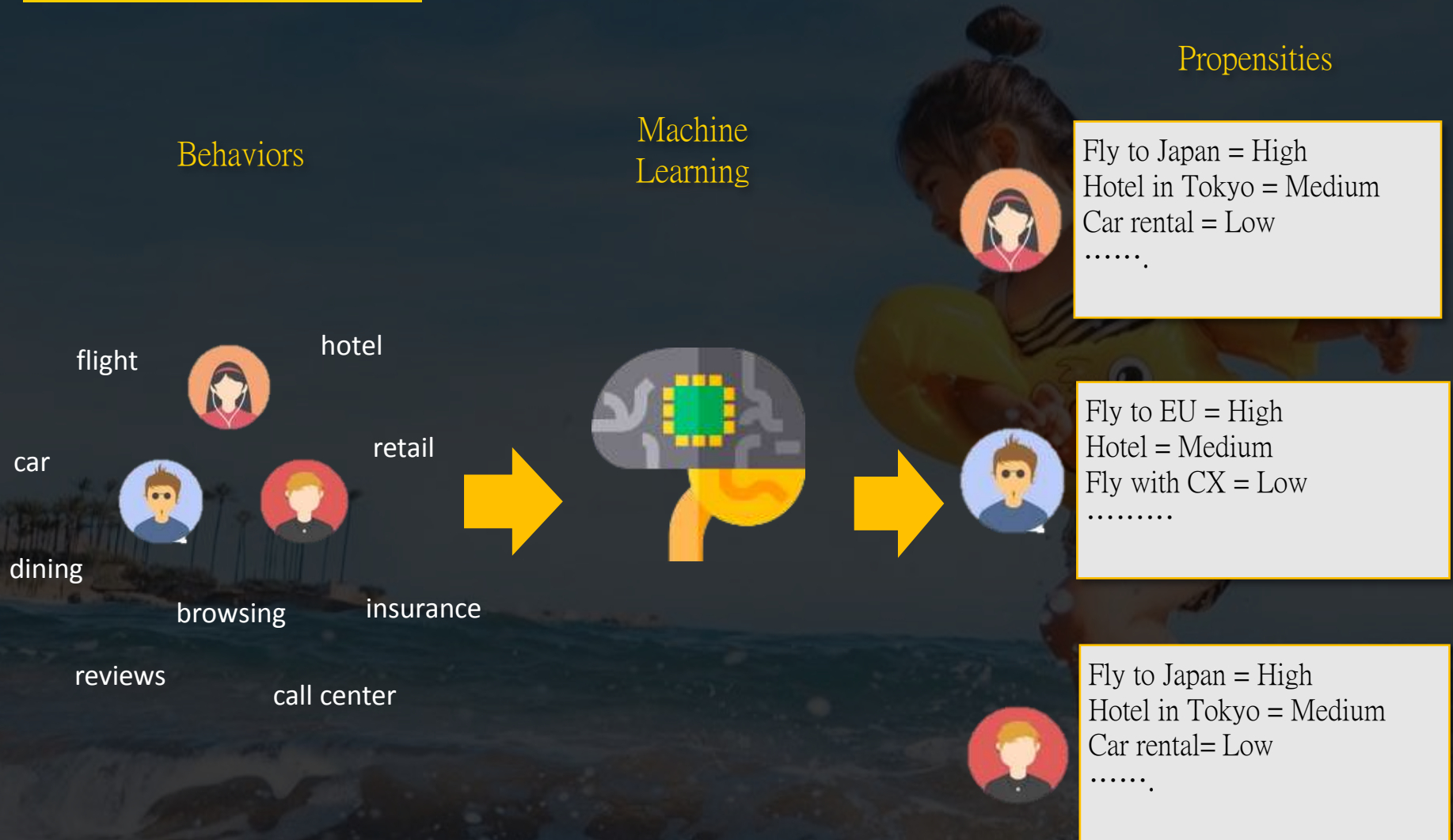
- Patterns, relationships and motivations/ barriers behind the data
- Implications on potential solutions
- Values & attitudes



Customer Value & Preference



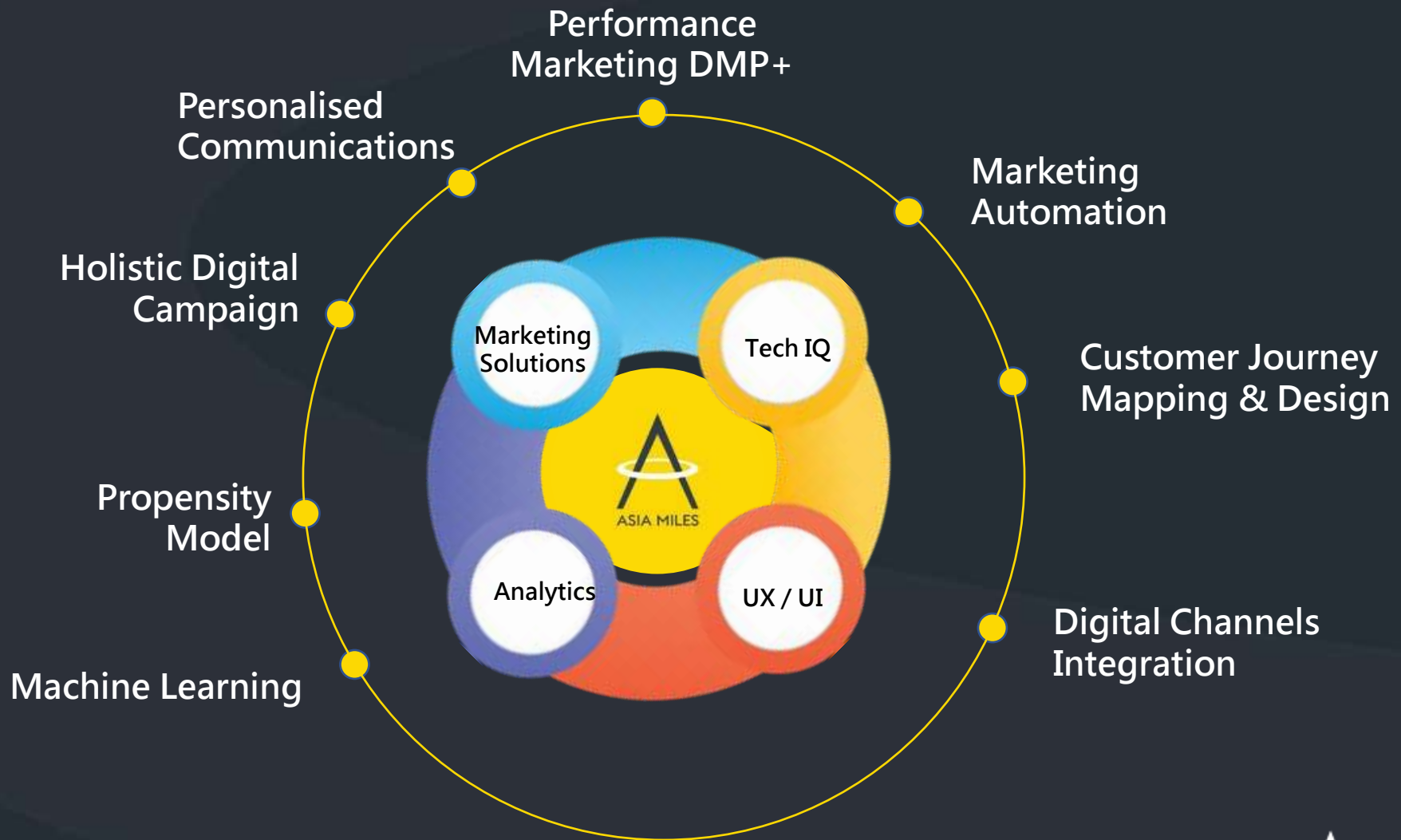
We look into the future to anticipate customer needs and personalise their experience





Capabilities in providing
customers with relevant
information & services?

Our Digital Domain Capability



NEW MEMBERS
WELCOME KIT



LIFESTYLE EDIT /
OFFER DIGEST



TRIGGER COM



Scheduled
Comms

Member
Life-stage
engagement

Curated
Promotion

Action
based
trigger

Relevant
offer on
the go

Activation

Activation



GEO-TARGETED
TIPS

CROSS PILLAR SERIES

GOAL SETTING

Bicester Village Customised Offer



Travel Behaviour?
Forward Booking?
Past Redemptions?



Propensity to
travel to
Europe?



Select
customers
invited to
register



Registered
members can
enjoy a special
bonus at The
Bicester Village
outlets

Qinyuan Bakery Project

WHAT WAS THE PROBLEM?

identifying new store locations
with highest future revenue

WHAT OUR TEAM DID?

Use data analytics to predict and present the
best locations to open new stores using interactive
map

Qinyuan
沁元

Qinyuan
Bakery & Cafe

Qinyuan Bakery Consulting Project



HOW DID WE DO IT?

- ✓ Swire Bakery internal store location and revenue data for 2015/16
- ✓ Publicly available competitor & Points of Interest data from Dianping & Tencent
- ✓ Built new store revenue prediction model using Machine Learning
- ✓ Visualized revenue hotspots and Points of Interest on the customized Baidu map
- ✓ Successfully validated predictions using new store revenue data for 2017

Qinyuan Bakery Project

WHAT WAS THE RESULT?

Value to the Business
86% accuracy on
profitability bucket

Prioritization of work &
Scaling




"As far as I am aware even network dining company where I used to work don't have software like this"

*Mr Paul Tan, QY Bakery,
Store Planning Team Manager*



3. Creating Feedback Loop & Co-Creating with Customer

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Asia Miles Members' Voice – 2017 Highlights

Asia Miles
members'
VOICE

ASIA MILES 

Welcome to Asia Miles Members' Voice.

Asia Miles Members' Voice is a community where you can share ideas and suggestions to help us shape our rewards, services and marketing activities.

MEMBER LOGIN

Over **7,000** members from Hong Kong and Taiwan

Conducted *over 65 hours of interviews*

- 10 Focus groups
- 30+ In-depth Interviews
- *23 online survey* to collect feedback from members

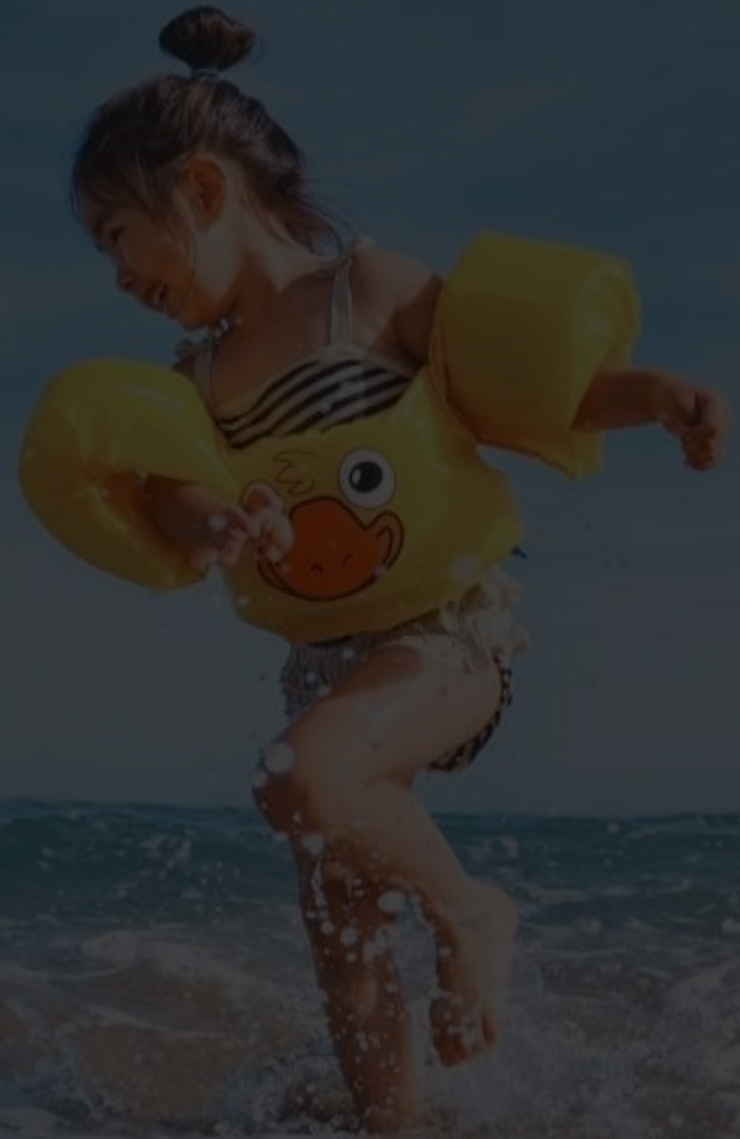
Over 1000 members stories collected, of which many have been used in various marketing communications

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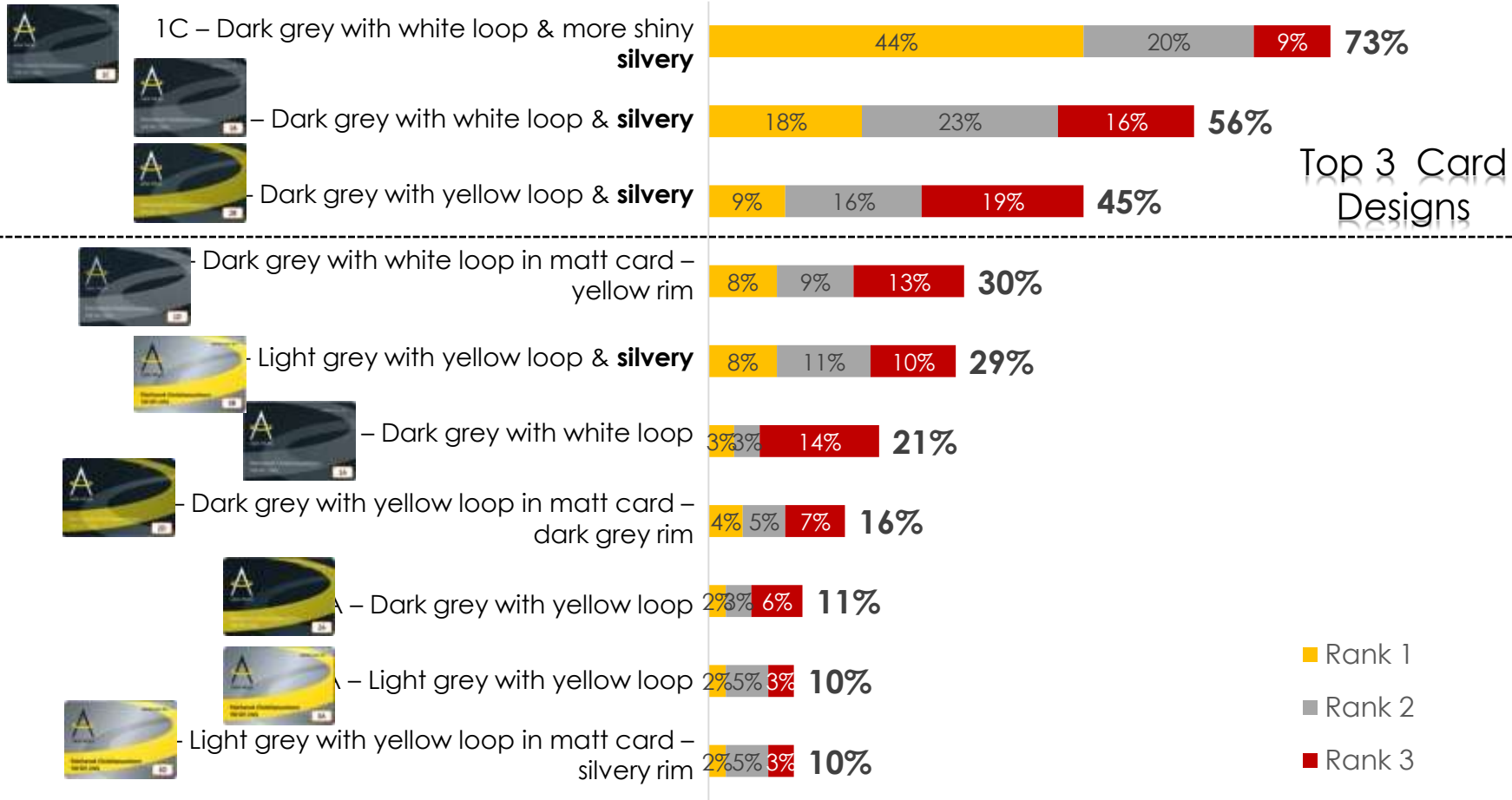
ASIA MILES 

Our Co-creation Examples

Our Membership Card



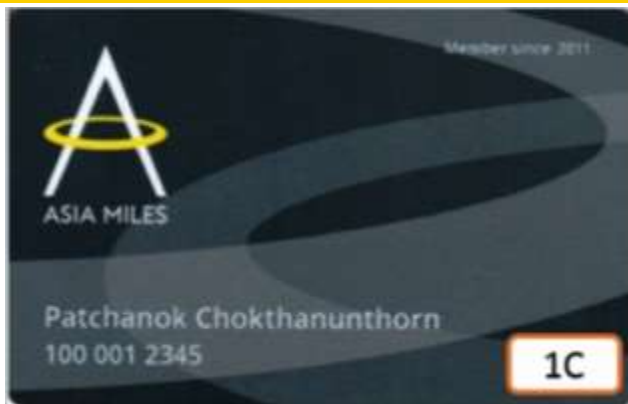
Cards with dark background and metallic finish are preferred (1C / 1B). 2B – the dark background with yellow loop & silvery also shows potential



Q1: Among the 10 designs, which one do you prefer the most? Which do you prefer the 2nd most? Which do you prefer the 3rd most?

Base: All members' top 3 choice

How well the design is telling our brand?



1C



1B

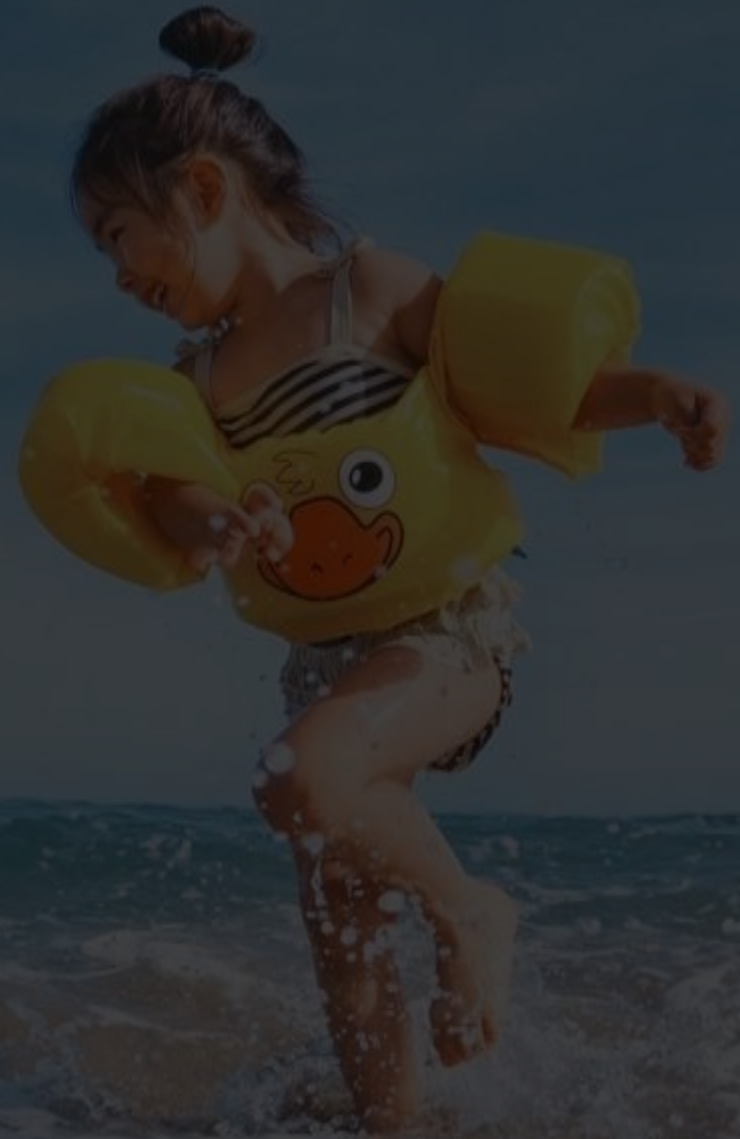


2B

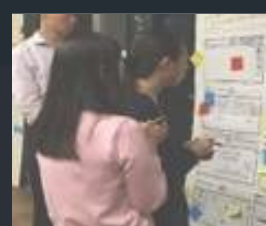
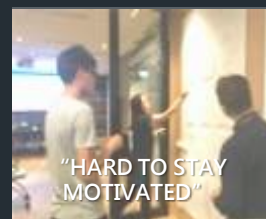
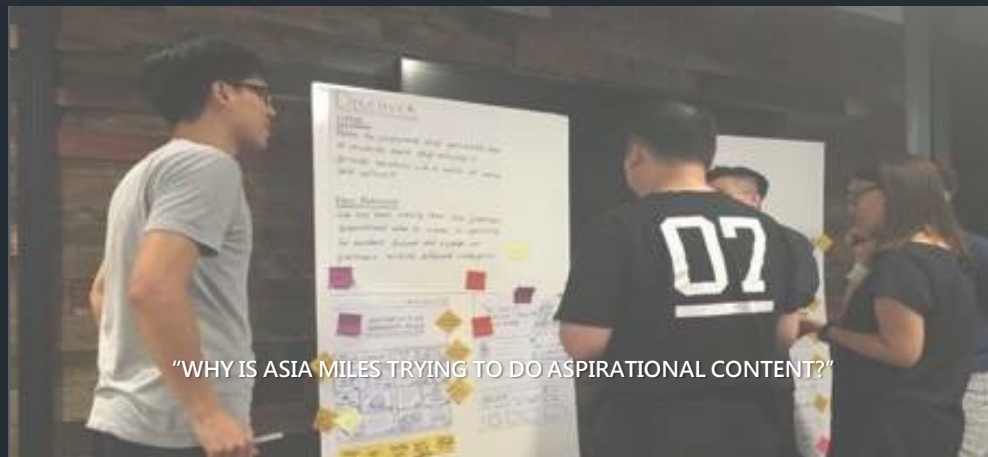
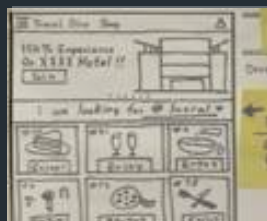
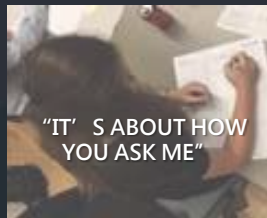


Our Co-creation Examples

AM.com Revamp



Key Stakeholders Workshop



Overview of the revamped AM.com



Same functionality with much better User Experience and User Interface



Our Co-creation Examples
Asia Miles Brand Videos

In-depth Interview to probe on story nuances



Both inspired by member's true stories

' I have to say that Asia miles helped me to achieve my first wonderful family trip during Christmas a year ago. For over 30 years in my life, I have never organized any family trip with my parents.

My long working hours and tight working schedule could be a reason, but another

reason is that

it has been so hard for my parents and I to come up with another

timing in a year when all three of us are available for a family vacation. I always want to schedule a vacation trip with my family during the holiday, especially when I could afford

staying out of office for a bit longer. However, my parents are so frugal that they always against the idea as both air tickets and hotels are significantly more expensive during Christmas period.

I secretly used mileage to redeem the tickets and hotels for my

parents. Even though they do not have clear idea on how the mileage redemption works, I could feel both their **surprise and**

happiness from my parents' faces when I told them I already redeemed the tickets and hotels so we can celebrate Christmas and New Year together in Japan.

After over 30 years, I finally organized **my first vacation trip with my parents.** It is not a luxury trip, but it is

definitely one with all kinds of happiness, sweetness, and love, that my parents and I did enjoy. '

Two Brand Videos Launched...



Both inspired by member's true stories



會員真實故事改編
Inspired by a member's true story



會員真實故事改編
Inspired by a member's true story

Exclusive Preview Night for Member Prior to Launch



4. Using Technology to Enable Better Experience

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ASIA MILES 

A woman with long dark hair, wearing a blue sleeveless top and a necklace, is seated at a restaurant table. She is smiling and holding chopsticks. The table is set with several white plates and bowls containing various dishes, including what appears to be sushi and other Asian cuisine. The background is slightly blurred, showing a restaurant interior with other tables and chairs. A vertical yellow line runs down the left side of the image.

Our Technology Examples
OpenRice Collaboration

Dining Revamp – Define

Define

- Asia Miles is still perceived to be a **frequent flyer programme**.
- Partner restaurants' awareness is **low**.
- Earning process is **not easy**.
- Member' s vote is **more credible** than KOL.

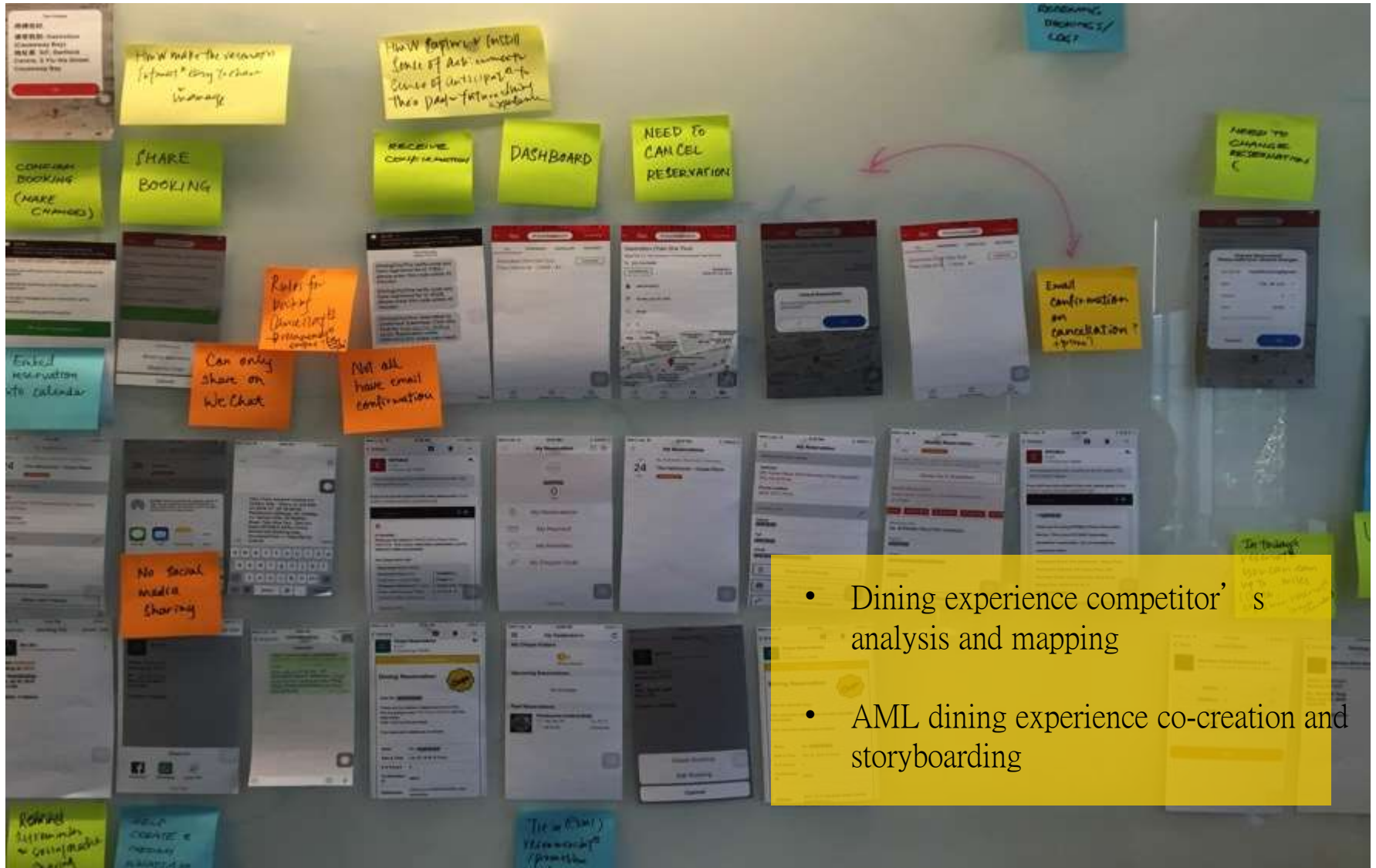
Opportunities

- HMW make Asia Miles Dining as part of members' "dining journey"
- HMW improve Asia Miles dining experience?
- HMW improve program awareness utilising the relevant marketing channels?
- HMW incorporate the "Earn & Burn" elements into the dining journey?
- HMW increase the partners' portfolio for AM program?



Dining Revamp - Ideate

Ideate



- Dining experience competitor's analysis and mapping
- AML dining experience co-creation and storyboarding

Dining Revamp - Prototype

Prototype



Dining Revamp – Our Result

Strategic Partnership with Openrice

- Expose **AML brand way earlier** in member' s dining journey to increase awareness and relevance
- We highlight our partner restaurants on OpenRice to increase partner awareness
- We make **miles earning process convenient** using QR scan instead of paper form & miles credited in 7 days

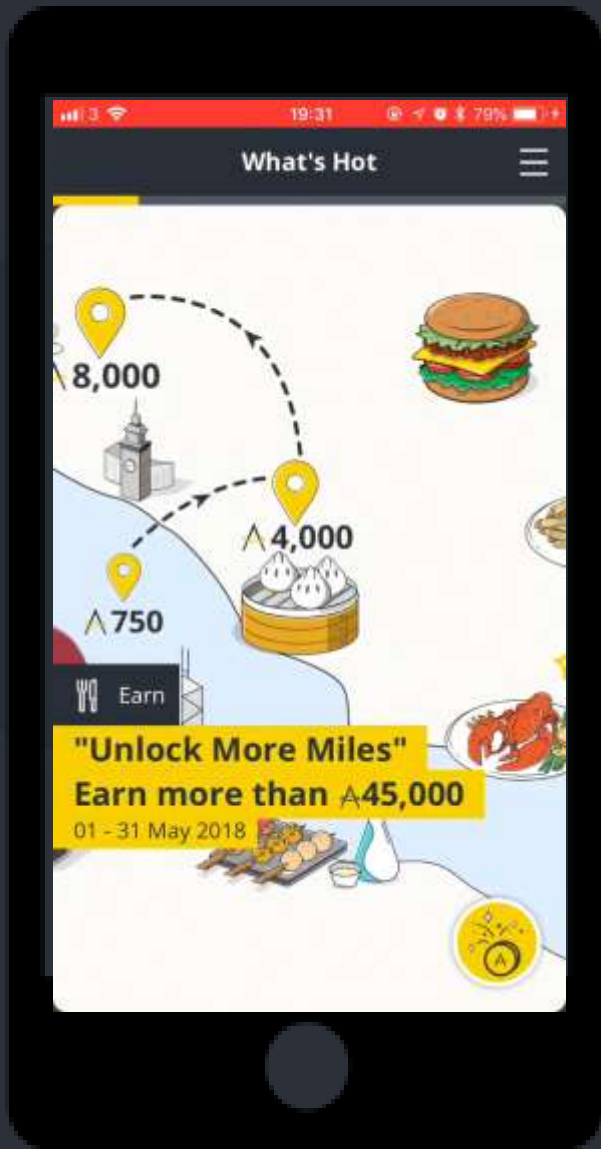


A woman with long dark hair, wearing a blue sleeveless top and a necklace, is seated at a restaurant table. She is smiling and holding chopsticks, looking towards the right. The table is set with several white plates and bowls containing various dishes, including what appears to be sushi and other Asian cuisine. A glass of wine is also visible on the table. The background is softly blurred, showing other tables and chairs in a restaurant setting. A vertical yellow line runs down the left side of the image, partially overlapping the text.

Our Technology Examples

Blockchain-enabled Marketing Campaign

Smart Blockchain Technology in Marketing Campaign



A 16750

累積消費滿HKD8,000

終極任務完成

賺取額外A8,000



Business Benefits brought by the project

ASIA MILES 
&
Our Partners



Hassle-free & automated
data fulfilment

Our Members



Miles earned credited within
the next day

On-the-go, timely tracking of
mile earning journey



Enabling
gamification

in marketing campaigns

Boost customer engagement
and participation



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