

Understanding the Challenges of Driving Loyalty Programs for Today's Hospitality and Travel Brands



Facilitate Loyalty Program Growth While Protecting PII, Reward Points, and Other Digital Properties

Building loyalty means building trust through a consistent and deeply personal customer experience. To stay competitive and grow revenue, you have to strike the right balance between good customer experience (CX) and digital security. Savvy customers expect both. Loyalty membership growth and success will flow to those companies that demonstrate they understand their members better than the competition does. Of course, it's easier said than done. To be successful, you need to overcome a few key challenges:

1. Provide a simple and seamless customer registration process

Joining a loyalty program can be frustrating, as the registration process that requires filling out extensive forms or navigating through multiple pages will be a turnoff, which could deter up to 70% of your customers from signing up.¹

2. Protect PII and reward points from credential abuse

Loyalty points are a rich target because they can be easily converted to cash, used to purchase rooms/tickets for resale, or fraudulently redeemed for discounts and freebies. Loyalty program accounts are easy pickings for fraudsters because too many people reuse passwords across most of their online accounts, and loyalty members rarely monitor their accounts until they are planning their next vacation.

3. Ensure data protection and privacy compliance

You have to make sure your websites and apps comply with ever-expanding regulations designed to keep customer data private and secure – GDPR, PIPEDA, CCPA, DPA, and PCI are just a few of the most well-known. Companies that are noncompliant could face loss of revenue; significant fines and/or remediation costs; negative impact on stock prices; and lost reputation, customer trust, and brand value.

4. Deliver rich content with high-quality images and videos for better customer engagement




Modern travelers have gone image crazy. Thanks to their ability to engage users, the amount and quality of images and videos on travel sites have skyrocketed in recent years. The problem? It's difficult to deliver the rich, high-quality images and videos that today's users expect – especially to mobile devices. Images and video drive up page weight and lead to site latency and poor CX. It costs you time and money to provide consistent browsing experiences across locations, applications, and devices.

5. Achieve customer experience and data security equilibrium

When customers entrust your brand with their sensitive and personal information, not only do they expect you to keep it safe, they also demand the same fast, convenient online experiences they've become accustomed to on the web and mobile devices.

Winning the Guest Loyalty Game by Adapting Best Practices

Akamai's industry-leading technology is designed to help hospitality and travel companies overcome these challenges across the globe, and help them design and develop experiences that not only provide fast, seamless, secure interactions, but deliver them how and where customers want to engage – all the while, keeping pace with innovation in online security to maintain data privacy protection and preserve customer trust. We can help you overcome the challenges and win the loyalty program game with three strategies carefully tuned for hospitality and travel companies:

 Maintain Compliance and Privacy with Identity Cloud	 Stop Credential Abuse with Bot Manager	 Optimize Images and Video with Image Manager
<ul style="list-style-type: none">• Comprehensive, secure, and seamless customer onboarding• Multi-factor authentication and security controls• Comply with data and privacy protection regulations – GDPR, CCPA, PIPEDA, HIPAA, and others• Scale to support millions of global customers• Build trust with customer-facing preference and consent management <p>To learn more, please visit akamai.com/identitycloud</p>	<ul style="list-style-type: none">• Most advanced bot detection with granular visibility into bot traffic• Protect website, login pages, and web and mobile apps• Filter out bot traffic from human traffic and give better insights into real user behavior• Protect against reward points theft and loyalty card balance checking• Help you stay ahead of evolving bot landscape <p>To learn more, please visit akamai.com/botmanager</p>	<ul style="list-style-type: none">• High-quality images and videos to drive better online engagement• Deliver beautiful digital experiences that are also fast• Automatically resize images and videos according to the device screen size• Lighten the image weight while maintaining best visual quality <p>To learn more, please visit akamai.com/imagemanager</p>

“ There’s hardly anyone who has the integration of security and web performance as one product. So really this benefit of using Akamai is the connection of the Web Performance part with the Security products.”

– Mike Eisenbach, Product Owner, Lufthansa.com  **Lufthansa**

 Please visit www.akamai.com/botmandemo to learn more.

SOURCE

1) <https://blog.smile.io/why-customers-abandon-your-loyalty-program>



Akamai secures and delivers digital experiences for the world's largest companies. Akamai's intelligent edge platform surrounds everything, from the enterprise to the cloud, so customers and their businesses can be fast, smart, and secure. Top brands globally rely on Akamai to help them realize competitive advantage through agile solutions that extend the power of their multi-cloud architectures. Akamai keeps decisions, apps, and experiences closer to users than anyone – and attacks and threats far away. Akamai's portfolio of edge security, web and mobile performance, enterprise access, and video delivery solutions is supported by unmatched customer service, analytics, and 24/7/365 monitoring. To learn why the world's top brands trust Akamai, visit www.akamai.com, blogs.akamai.com, or @Akamai on Twitter. You can find our global contact information at www.akamai.com/locations. Published 3/20.