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SMART AIRMILES – FLY NOW GO TO COLLEGE FREE

By David Gwodziak

In the future, airline loyalty programs will have to up-grade their offers if they want to sustain customer satisfaction. The question is – which major airline will be the first to offer a visionary loyalty program that understands what business travellers need?

Every parent knows that sending your children to college requires a lengthy savings plan. University tuition is costly and many parents and students are hindered in advancing their educational goals because they cannot afford it.

The Education Airmiles Loyalty Program was sent to every major airline hoping to find a co-operation. Unfortunately, not one airline responded to the innovative concept.

Education Airmiles Loyalty offers tuition assistance. Awarding travellers airmile bonus points to be used for their children's university education is a real up-grade. To date, no airline has introduced the program.

The airline that does introduce it will gain a tremendous advantage over its competitors.

Fly today for an education tomorrow! Your child's flying time and your frequent flyer airmiles will be rewarded with a college degree. My parents sent me to college collecting airmiles!

Imagine the financial relief frequent flyers would have – using flying time to send their children to college. Members would invest in the future – with every ticket purchased the flyer will be awarded tuition points. Every flyer with children would not hesitate in signing up for the program. The airline company will derive billions of dollars over a long-term investment period. In turn, the program will create a profitable up-swing. Take x number of education airmiles tuition assistance dollars and over a 10 – 20 year investment period the dividends will be substantial. Also, take into consideration partnerships with universities, banking institutions and government agencies - the profits will be exceedingly higher.

An industry and partnership program based on services leading to dynamic returns where everyone is satisfied, leads to growth on all levels.

Major airlines realize that gaining customer loyalty is not based on style and comfort alone. Safety and security is a priority, too. Today's customer knows the value of a dollar and the importance placed on long-term benefits. When your customer can relax each time he flies and knows that a part of the journey is meeting the needs of his family, you can be assured he will be a repeat for future travel.

Offering education tuition assistance will set new standards in frequent flyer programs. The airline industry is a perfect platform in furthering education for young people. Given the financial partnerships and relationships the industry has, it will be a novel opportunity to enhance new business development features – the rewards will be highly lucrative and historically significant.

Education Airmiles Tuition Assistance Program is an innovative business development activity that will be prized as enriching and seen as leading edge strategic planning. The future success of loyalty programs lies with the incentives they offer. Maintaining customer loyalty and rewarding them with far reaching options is “conventional wisdom” in action.

The incentives are quite clear – tuition assistance, new membership activities, industry wide sponsorships - partnerships, special fares, marketing and advertising, stock value – all generate new income potential.

The timing and positioning of a new loyalty program could not be more opportune. The cost of living is soaring. Innovation has to include two important points if it wants to gain customer loyalty – convenience and comfort. Education Airmiles Tuition Assistance is an innovation that just might be the right ticket – a smart ticket!

David Gwodzik is interested in introducing “Education Airmiles Tuition Assistance” to any major airline willing to explore the loyalty program. If you can support the project contact Mr. Gwodzik. (davidgwodzik@yahoo.com)

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