

A hand holding a yellow paper airplane against a background of a yellow field and a blue sky. The hand is positioned in the center-left of the frame, with the paper airplane pointing towards the right. The background is a soft-focus landscape of a yellow field under a blue sky with light clouds. A green wavy line is visible at the bottom of the page.

CRANE  
LOYALTY  
LAYER

*Airline industry is rapidly changing.  
Customer expectations for a better experience and  
product variety are growing. Understanding your  
customers means getting ahead of the game.*

## Overview

Crane PAX Loyalty Layer is an end-to-end frequent flyer solution addressing the most advanced loyalty management needs of airlines. It provides a whole perspective on loyalty management program and establishes the infrastructure for utilizing the customer base with analytics and intelligent campaign management utilities. It's an integrated part of Crane PAX Passenger Service System and the native integration between the two systems enables airlines to manage their frequent flyer programs efficiently. Enriched by a long history of product development from the requirements of major airlines across the globe, it covers the most comprehensive frequent flyer functionality. Crane PAX / Loyalty Layer is one of the leading frequent flyer solutions in the global market.

created with the  
contribution of  
over  
**30 airlines**  
worldwide

# Benefits



## Customer Acquisition

For a loyalty program to attract members, the offered benefits have to be wide range and relevant. The sky is the limit when it comes to the number and combination of rules and benefits that can be defined within the Crane PAX Loyalty Layer.



## Increased Customer Intelligence

Crane PAX Loyalty Layer captures and stores each and every transaction made by members whether it's for a flight, partner activity or website log-in. Every information is tracked and logged, providing a wealth of intelligence, ready for further analysis in developing and defining marketing and sales initiatives.



## Increased Sales

Crane PAX Loyalty Layer ensures that revenue targets are kept and increased through ancillary revenues and upsell opportunities. Since there's no limit for the number of partners and campaigns the system can manage, Crane PAX Loyalty Layer provides campaign management tools that will make the difference. Miles and points can be sold to program partners as well as members.



## Increased Brand Value

Loyalty programs themselves are becoming profit centers today. Like the airlines themselves loyalty managers also have to increase brand value. Crane PAX Loyalty Layer enables airlines to manage their FFP's as profit centers, purchasing extra inventory from the airlines they operate in. Crane PAX Loyalty Layer plays a significant role in maintaining loyalty program brand value by keeping the service levels high.



**fully**  
integrated with  
other  
Crane products

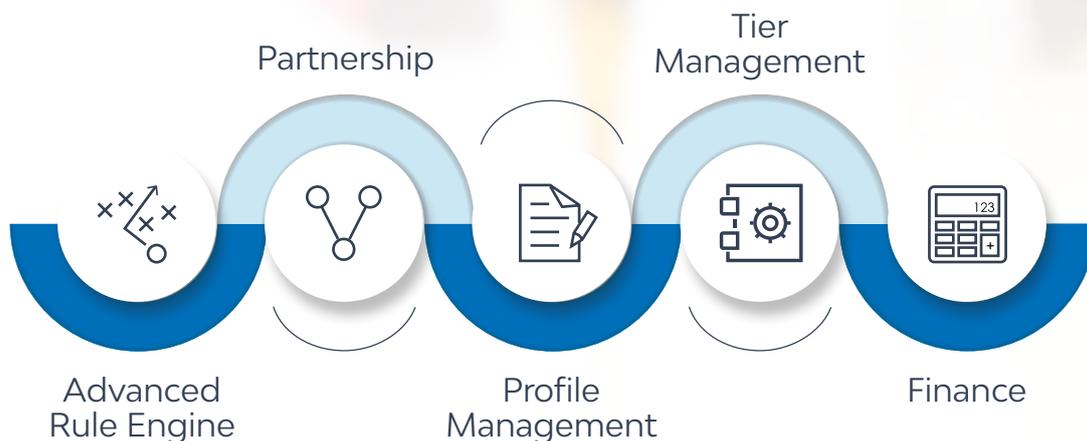
# Key Features

Crane LL offers a variety of features depending on your needs and infrastructure. Among the features of Crane LL are:

- Complete customer profile across all systems
- Advanced business rules engine
- Enhanced partner management
- Personalized communications
- Embedded industry standard adaptors
- Full integration
- Multilingual support
- Scalability
- Complementing products – customer care layer

**10% + of  
passengers  
converted  
to members  
within the  
first year**

# Components



Turnkey solutions for every step on the way.



**Passenger Service System**

- crane.PAX** Reservation & Passenger Service
- crane.IBE** Internet Booking Engine
- crane.ALM** Allotment Manager
- crane.DCS** Departure Control System
- crane.WB** Weight & Balance
- crane.LL** Loyalty Layer
- crane.CCL** Customer Care Layer
- crane.CM** Communication Manager

**Merchandising**

- crane.TM** Airline Travel Merchandising

**Operations Planning**

- crane.SP** Schedule Planning
- crane.OCC** Operations Control
- crane.CREW** Crew Management

**Accounting**

- crane.RA** Revenue Accounting
- crane.CA** Cost Accounting
- crane.BPI** Business Performance Index

**Travel Solutions**

- crane.OTA** Online Travel Agency



*Better. Together.*



Crane is a brand of Hitit.

The consistent increase in Hitit's customer base and geographic reach, as well as continuous follow up business with existing clients are strong indicators that Hitit has achieved high level of customer satisfaction with its offerings, combining an agile approach to their needs with a team that works closely with them as partners on their business.



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