



Case Study

Saudi Airlines - AlFursan Program

Al-Fursan is Saudi Arabian Airline's frequent flyer program that started in 1995 in order to recruit customers, retain them and promote the airline as a whole. This is done through rewarding their loyal customers with free flights, upgrades and different partner discounts. One of its core functions is its fulfillment operations that deal with all the mail communications of members. Since October 2004 all member communications & fulfillment services for Al-Fursan were taken over by DMS from a global loyalty program provider. The main reason of the move to DMS was to eliminate the problems Al-Fursan was facing with regards to mailers being sent to members. Focus was mainly to improve on quality and reduce delays.

Action

The first step taken was to develop operational processes and procedures that would ensure an increased level of quality, data integrity and speed. These processes were viewed continuously to be able to improve in areas where needed. New procedures were also put in place with regards to the data entry activities related to the fulfillment.

Result

1. Within 3 months the fulfillment efficiency increased by around 30%. This meant that mailers reached members in a much smaller time period. This was measured by viewing the time needed to fulfill different types of packages.
2. The main differences were seen for the new member packages that were previously fulfilled within an average of 21 days. With the new operation the average went down to 10 days.
3. Also requests made by members for replacement kits now take 5 days where previously it took up to 15 days.
4. The quality of the mailers sent also proved to an outstanding 0% error rate. This was accomplished through quality checks that were placed throughout different phases of the fulfillment processes.



“ Within 3 months
the fulfillment
efficiency increased
by around 30% ”

Contact Information:

Jeddah:
TEL: +966-2-652 8656
Fax: +966-2-652 7106
P.O.Box 8898 Jeddah 21492
Kingdom of Saudi Arabia
Toll Free No: 800-120-0012

Dubai:
TEL: +971-4-267 9900
Fax: +971-4-267 0026
P.O.Box 35809 Dubai, United Arab
Emirates

info@dms1.com
www.dms1.com