



## Case Study

# United Airlines MileagePlus Rewards Portal

The logo consists of the word 'MileagePlus' in white, with 'Plus' in a larger, bold font, and 'UNITED' in a smaller font below it, followed by a small globe icon.

## Entech Delivers Digital Rewards

United Airlines operates a large domestic and international route network spanning cities large and small across the United States and all six continents. Measured by fleet size and number of routes, it is the third largest airline in the world.

### Executive Summary

United Airlines sought to grow their MileagePlus Rewards program. They needed a consumer rewards member registration portal capable of scaling to millions of transactions. They also needed a flexible platform that could be integrated with their marketing systems to create a seamless experience for prequalified customers and manage reward program offers and upgrades. Finally, they need a platform that could be integrated with partners and alliance members to enable consumers to use MileagePlus mileage reward points for discounts and status upgrades.

## Challenges

United Airlines operates in an industry where consumer rewards programs can give an airline competitive advantage. United's strategy was to provide customers with a seamless registration experience and market their rewards program widely using multimedia advertising and prequalified offers delivered through email and direct mail to consumers.

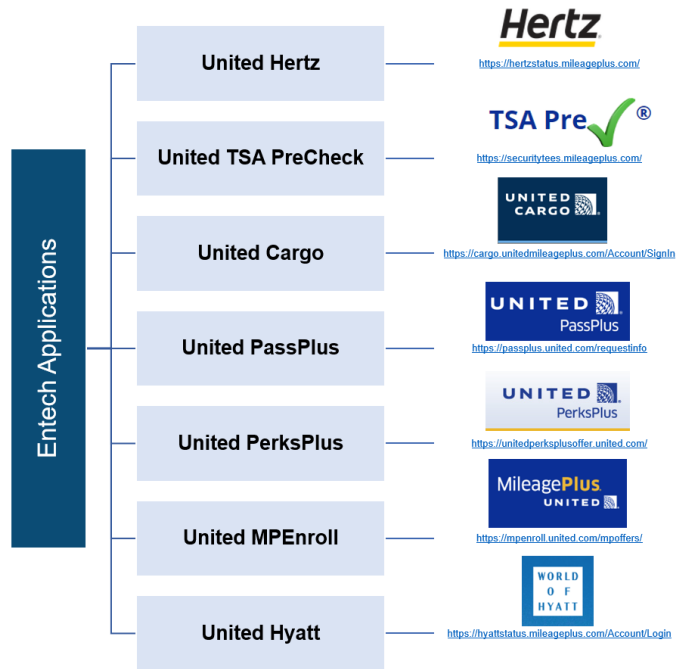
The technical challenge was creating a scalable transactional data system that could handle high volume customer transactions, plus manage a series of landing pages where customers were being driven. The system needed personalization capabilities so that program offers could be targeted at specific geographies and customer profiles. Intelligence and analytics were required to prefill forms and deliver services based on prequalification codes and management of reward points accumulations and deductions. In addition, offers and discounts based on enrollment and points accumulation were required for cross sell opportunities and the technology needed to integrate with alliance partner CRM systems and databases.

## How Entech Helped

Entech assigned a team of business analysts, senior architects, and development engineers to the program. After a technology assessment and selection, the software engineers went to work. Using Entech's outside-in agile methodology, the team architected, designed and built an API services platform for flexibility and scalability. A microservice engine was designed and built to provide a template-based landing page development service. This enabled the United team to rapidly create an unlimited

number of personalized landing pages matched with targeted marketing programs. The Microservices engine tracked offers and promotions and plugged in to United's CRM system for prequalification's and reward analytics.

The team built a secure consumer registration portal and a tracking system to dynamically deliver reward upgrade offers, allow consumers to use points for discounts on services like TSA Precheck, plus the ability for users to receive status upgrades at hotels and car rental agencies.



## Results and Return on Investment

United MileagePlus Rewards program consistently ranks as one of the top 5 rewards programs in the world. The Entech developed infrastructure, microservices framework, portals, and applications perform flawlessly, handling 90 million frequent fliers and their MileagePlus Reward program transactions. The MileagePlus program has been expanded to include United Cargo (for business users) and the United Perks. The MileagePlus rewards program is also integrated with 25 other Star Alliance member airlines around the world.

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