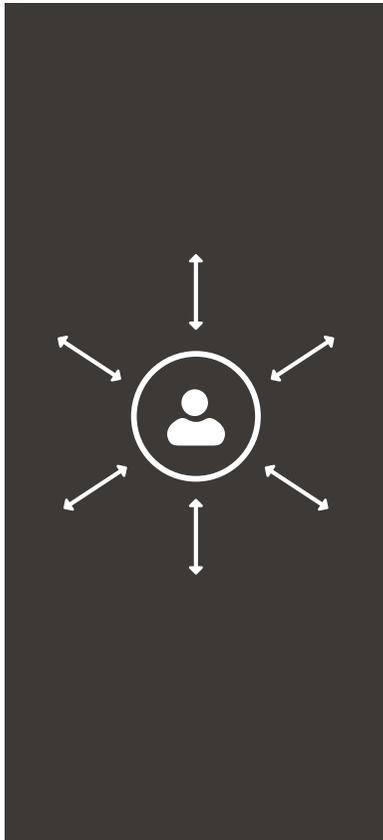


# CASE STUDY: JETBLUE

## Fare Options



### CHALLENGE

JetBlue selected Datalex as the core commerce framework to enable offer and order management for consistent, connected and differentiated retail experiences across all sales channels.

JetBlue had a vision for a branded fares retail experience which would offer customers a choice to purchase tickets from three branded fares: Blue, Blue Plus, and Blue Flex.

### SOLUTION

JetBlue leveraged the Datalex offer management and dynamic pricing functionality to simplify fare policies and dynamically configure branded fare offers. These offers were tailored to meet the specific needs of customers and optimized to support redemption and trip management features.

### BENEFITS

JetBlue have a structure built for dynamically pricing a differentiated product that provides customers choice based on what they value most such as checked bags, TrueBlue bonus points or the flexibility to adjust travel plans. JetBlue will achieve a \$200 million incremental revenue benefit from Fare Options in 2016, one year ahead of its original forecast.

## CHALLENGE

JetBlue continues to leverage the Datalex Commerce Platform to provide a connected omni-channel experience to reach every customer across all channels, touchpoints and devices. The platform supports unified offer and order management for the web, mobile, kiosk and call center point-of-sale. The challenge was to future-proof commerce systems and Fare Options is an example of one success thereof.

JetBlue wished to offer customers a choice to purchase tickets from three branded fares: Blue, Blue Plus, and Blue Flex.

## SOLUTION

- Each fare includes different offerings, such as free checked bags, reduced change fees, and additional TrueBlue points.
- Up to 4 branded bundles per route, in a refundable or non-refundable category, and complemented by a dynamic pricing solution that increases flexibility in the marketplace.
- Customized and configurable bundling that can offer limitless ancillary products and services, tailored to the specific needs of the traveler.
- Optimized to include redemption, change and cancel management for the end user.

## BENEFITS

Self Service Channels continue to be the primary and preferred distribution channel through which JetBlue continue to enhance customer value and offer differentiated products.

JetBlue are now equipped with extensive merchandising, offer and order management capabilities for all channels. Fare Options is a great example of how they have leveraged the platform to deliver a differentiated and profitable retail experience.

JetBlue continues to leverage the Datalex Commerce Platform to deliver a connected omni-channel experience, to reach every customer on every channel, touchpoint and device, including native mobile apps.