



TRUE | jetBlue® BLUE

With TrueBlue, there are no blackout dates with all seats available for redemption, and points never expire. TrueBlue points are earned by purchasing qualifying services or products of JetBlue or a TrueBlue partner.

Datalex Loyalty Commerce provides enhanced capabilities that enable loyalty programmes to deliver a seamless and secure shopping and redemption process to their customers.

Datalex Redemption supports the following features and benefits:



Features

- Define redemption rules
- Price redemption itineraries
- Convert price to points
- Calculate money and points combinations
- Configure redemption rules per Point of Sale
- Enable points purchase
- Waive fees
- Manage Booking
 - Change itinerary
 - Select/ change ancillary (e.g. seats)
 - Cancel booking
- Customer profile engine
- Integration with Sabre
- Integration with Comarch



Benefits

- Omni channel rewards program
- Customized rewards for all types of travel
- Use money & point combinations
- Use points for any ancillary offer
- Earn points
- Earn and share points together with Family Pooling
- Integration with airline loyalty system