

# CRANE LL

## Crane Loyalty Layer

is an end-to-end airline loyalty management system within Hitit's Crane suite. It enables airlines to acquire and retain passengers through personalized offers, intelligent campaigns, and seamless program administration across all touchpoints.

## Transform Loyalty into Strategic Advantage

Crane LL empowers airlines to transform loyalty programs into powerful engines for growth, revenue, and brand strength. Integrated within the Crane PSS suite, Hitit Oxygen platform or deployed individually, it offers flexibility and intelligence for modern airline loyalty and personalized retailing strategies.

# Elevate Your Loyalty Management



# Why Crane LL?

## Unlimited Customer Acquisition Capabilities

Crane LL allows airlines to define unlimited combinations of rules, rewards, and targeted promotions — empowering creative and relevant loyalty programs tailored to diverse customer segments.

## Flexible Multi-Program Management

Crane LL empowers airlines to operate multiple loyalty programs simultaneously — whether by brand, region, or business model. This flexibility enables differentiated engagement strategies under a single platform, streamlining management, while catering to diverse market needs.

## Program-Specific Multi-Currency Support

Crane LL enables airlines to define distinct loyalty currencies per program — whether miles, points, or custom units. This flexible structure allows each member to engage with the program in a way that aligns with their region or preferences, supporting personalized and localized loyalty experiences.

## Comprehensive Points Management

Members can seamlessly convert between different loyalty currencies, gift or transfer points to other members, purchase additional points, or even extend the validity of expired ones; offering full flexibility and control over their loyalty balances.



## Boosted Revenue & Upsell Opportunities

Designed to act as a profit center, Crane LL supports upselling, ancillary revenue generation, and even selling frequent flyer miles both to partners and members.

## Enhanced Brand Value through Loyalty

By managing frequent flyer programs strategically, airlines can elevate service levels and brand perception. Crane LL helps convert loyalty programs into assets that support customer retention and satisfaction.

## Powered by Advanced Functionality

The system includes profile management, tiered membership, advanced business rule engines, and partner management — enabling precise segmentation and targeted communication.

## Seamless Integration within PSS and Airline Retailing

Fully integrated with Crane PSS (Passenger Service System) and Hitit Oxygen Airline Retailing Platform, Crane LL synchronizes loyalty data across reservation, booking, and customer engagement platforms as well as personalized offers for true omnichannel consistency.

## Scalable, Multilingual & Future-Ready

With multilingual support, embedded standard adapters, and scalable architecture, Crane LL is ready to grow with airlines whether implemented regionally or globally.

# Key Features

- **Comprehensive Profile Management**  
Centralized 360° customer profiles that consolidate data across all systems.
- **Advanced Business Rules Engine**  
Flexible, powerful rule-definition for promotions, tier changes, and partner interaction strategies.
- **Robust Partner Management**  
Easily manage external loyalty program partners and define partner-based benefits.
- **Personalized Multi-Channel Communications**  
Tailored messages and offers delivered through email, mobile, and in-app channels.
- **Full System Integration**  
Workflows that integrate with existing CRM, PSS modules, Airline Retailing systems and any complementary customer care systems.
- **Global Reach & Scalability**  
Multilingual interfaces and adaptable architecture for global airline operations.
- **Segmentation & Targeting**  
Advanced segmentation that categorizes customers by behavior, demographics, and engagement — enabling targeted campaigns and personalized offers.
- **Complements Customer Care Layer**  
Designed to work seamlessly with CraneCCL, enabling end-to-end loyalty and service operations.