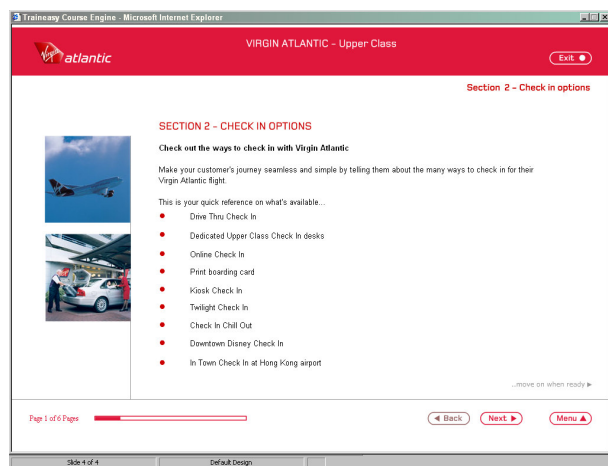
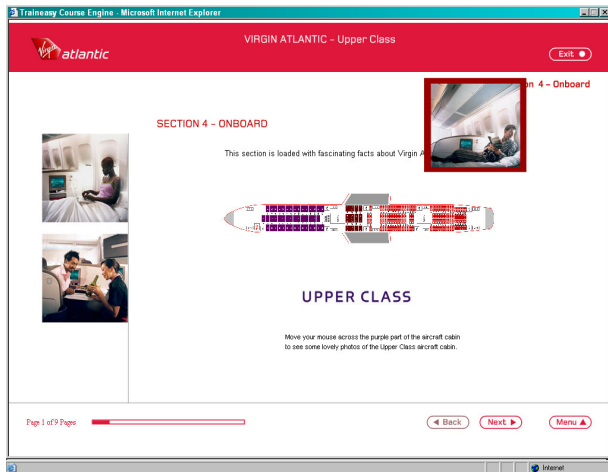


User Story



Virgin Atlantic achieve highest ever participation levels of partner staff training using Loyaltynet incentive programme.



The vast majority of Virgin Atlantic bookings are made through their partners – Travel Management Companies.

The Sandcastles and Skyscrapers incentive programme uses the Loyaltynet developed online training to help partner staff learn about the new Dubai route. Members are rewarded for successful completion of the online training and subsequent incremental bookings on the Dubai route, with significant extra rewards for booking Upper Class business.

As is the Virgin Atlantic way, there are many interesting and novel rewards specific to the Sandcastles and Skyscrapers programme. These include bath foams, body washes, nourishing creams and soaps from the Cow Shed Spa Group with their pioneering range of therapeutic handmade products with natural ingredients. The online catalogue also contains rewards such as the brand new 'Have I Got News For You' game, a range of iPods, and Virgin Vouchers.

"The success of the Loyaltynet programme has reinforced for us the benefits of combining training with incentivisation".

General Manager Sales Europe,
Virgin Atlantic Airways