

Azul Linhas Aéreas

Brazilian airline builds a superior customer service portal for loyalty program

tudoazul.voeazul.com.br



In Brief

Organization:

Azul Linhas Aéreas

Country/Region:

Brazil

Industry:

Transportation

Use Case:

Customer Portal,
Content Management System

The Liferay Difference:

- Personalization providing unique customer experiences
- Accessible interface for customers
- Easy content updates and publishing for business users
- Secure management of confidential information

Brazil's Third Largest Airline

Azul Linhas Aéreas, the third largest airline in Brazil with a 15% market share, built an innovative customer loyalty program on Liferay in 2012.

The Tudo Azul benefits program, with more than 2 million customers, was a tremendous challenge due to the number of users and visibility due to Azul's market recognition.

A New Customer Loyalty Program

Azul Linhas Aéreas needed to create a customer portal for the Tudo Azul loyalty program.

As a B2C system accessed by millions of users, critical factors such as security, stability and scalability were key points for the Tudo Azul program. Secure management of confidential information would be crucial in the application; a variety of sensitive data such as personal customer information, credit information, vouchers and other features would be available on the website.

Liferay's easy-to-use administrative features were taken into account, as they were necessary to optimize the learning curve for the employees of Azul Linhas Aéreas responsible for managing the portal.

The Tudo Azul program would need to be easy to navigate for all users so that customers would return to use it and maximize the success of the project.



The ease of updating [content] and the tool's stability are some of the benefits that Liferay Portal has provided us.

Christian Delamare
Business Analyst
Azul Linhas Aéreas Brasileiras



Building a Better Customer Experience

After the Azul staff saw Liferay's workflow functionality and the easy to use drag-and-drop tool, they chose to build with Liferay. Moreover, the portal's stability and proven track record assured those involved that Liferay was a sure win.

"The ease of updating [content] and the tool's stability are some of the benefits that Liferay Portal has provided us," said Christian Delamare, Business Analyst, Azul Linhas Aéreas Brasileiras.

Another challenge, perhaps the most critical, was Customer Experience Management, which was assessed and resolved through the following:

- Personalization – The Liferay tool allows the portal to be tailored to each user according to various criteria specified by the designers so that each customer's experience is unique.
- Easy to use – The platform was developed so customers could easily access anything pertaining to the Tudo Azul program.

For a successful project launch, performance tests were constantly conducted, confirming the scalability and stability of the Liferay solution.