

# Motorway Loyalty Program

**Viagens & Vantagens** (Trips & Benefits)

**ASECAP**

**Rome, February 2016**





# WHY LOYALTY PROGRAMS ?



Tool for companies to **grow and retain existing customers.**

Throughout continuous initiatives increase customers' retention and their lifetime value, and acquire valuable knowledge about them.



# BRISA MAIN GOALS



- **Reduce the cost rational of using motorways (+ business)**
- **Increase interaction & engagement (+ reputation)**
- **Increase Via Verde client base & retention (+ automation)**
- **Acquire knowledge (+ mkt intelligence)**

# CLASSICAL MODELS DO NOT APPLY TO MOTORWAY BUSINESS

**% OFF**

**CANNIBALIZATION CHALLENGE.**

**BUY N GET 1 FREE**

**CANNIBALIZATION CHALLENGE.**

**EARN & BURN**

**CANNIBALIZATION & VALUE CHALLENGE.**

**EXCLUSIVE MEMBER BENEFITS**

**OFFER CHALLENGE**

# THE CHALLENGE

*Deliver value to client avoiding cannibalization*



# OUR APPROACH

## *Value to client*

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## *Cannibalization*

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Motorway  
discounts on  
new trips

**LEISURE TRAVELLING**  
OCASIONAL & VOLATILE DEMAND

**LESS CANNIBALIZATION**

Discounts  
supported by  
partners

**SERVICE AREAS & AUTO ECOSYSTEM**  
DAY TO DAY NEEDS

**NO CANNIBALIZATION**





# LEISURE TRAVELLING

GET PEOPLE TO TRAVEL INDUCING NEW (AND UNEXPECTED) TRIPS



**TAKING FULL  
ADVANTAGE OF OUR  
POTENTIAL.**



STRONG NATIONAL BRAND.





An aerial photograph of a modern, multi-lane highway. The highway features a large, curved overpass structure supported by concrete pillars. Several vehicles, including a white truck, a blue car, and a white car, are visible on the road. The surrounding landscape consists of rolling hills with sparse vegetation. In the background, a winding road is visible on a hillside. The text "HIGH CAPACITY & QUALITY NETWORK." is overlaid in white, bold, sans-serif font with a thin underline, positioned across the middle of the image.

**HIGH CAPACITY & QUALITY NETWORK.**



**A COUNTRY WITH LEISURE DIVERSITY.**





74 campos de golfe.

A COUNTRY THAT INVESTS IN TURISM.

Onde vai descobrir o seu par?

Descubra um Portugal maior.

TURISMO DE  
PORTUGAL



Faça férias em Portugal. Consulte o seu Agente de Viagens

[www.descubraportugal.pt](http://www.descubraportugal.pt)



A driver's perspective from inside a car, looking out through the windshield at a toll plaza. The road ahead has several lanes, some of which are painted green with white directional arrows. A large sign is visible above the toll lanes. The car's dashboard and steering wheel are visible in the foreground. The text "MORE THAN 3 MILLION VIA VERDE CLIENTS." is overlaid in white, underlined font across the middle of the image.

MORE THAN 3 MILLION VIA VERDE CLIENTS.



PEOPLE EAGER TO TRAVEL.





**OUR GOAL.**



A group of runners is lined up at the starting line of a marathon. They are wearing white tank tops with race numbers and various shorts. In the foreground, a man with a shaved head and sunglasses is looking to the right. To his right, another man is looking forward. In the background, there are trees, a white tent, and orange traffic cones. The text "MAKE JOÃO, FROM LISBON, WHO LOVES TO RUN - PARTICIPATE IN OPORTO MINI MARATHON." is overlaid on the image in white, bold, uppercase letters with a thin white underline.

**MAKE JOÃO, FROM LISBON, WHO LOVES TO RUN -  
PARTICIPATE IN OPORTO MINI MARATHON.**



A golfer is captured in the middle of a golf swing on a lush green course. The golfer, seen from behind, is wearing a dark polo shirt and light-colored trousers. The background shows a well-maintained golf course with trees and a clear sky. The text is overlaid on the lower half of the image.

**FIND A WAY TO HAVE JOSÉ, FROM OPORTO – HEADING TO  
ALGARVE MORE OFTEN TO PLAY GOLF.**



A scenic view of a river valley with green hills and a woman in the foreground. The woman has long, wavy brown hair and is wearing a light purple top. She is looking out over a wide river that flows through a lush, green valley. The hills are covered in dense vegetation, and the sky is clear and blue. The overall atmosphere is peaceful and natural.

**TO HAVE PAULA, FROM SETUBAL, A PASSIONATE FOR  
NATURE, ENJOY A FEW DAYS IN DOURO.**



**HOW CAN IT BE DONE?**



**ACTING ON FACTORS THAT  
INDUCE BEHAVIOR CHANGE.**



# FACTORS THAT MAKE PEOPLE TRAVEL ON LEISURE:

1. DOING THINGS THEY LIKE.

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2. HAVING BUDGET.

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3. HAVING TIME.



# FACTORS WE CAN INFLUENCE:

1. DOING THINGS THEY LIKE.

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2. HAVING BUDGET.

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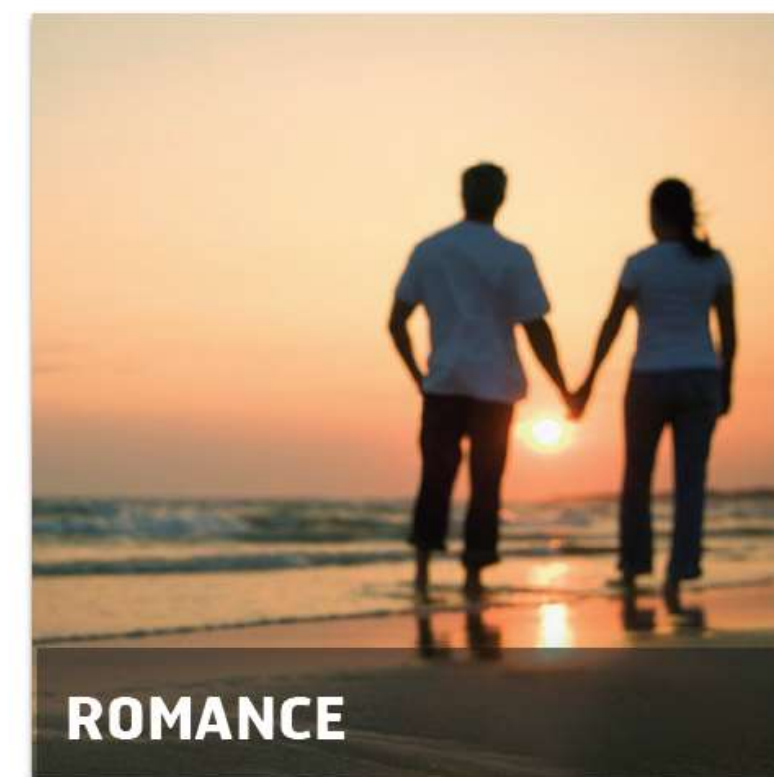
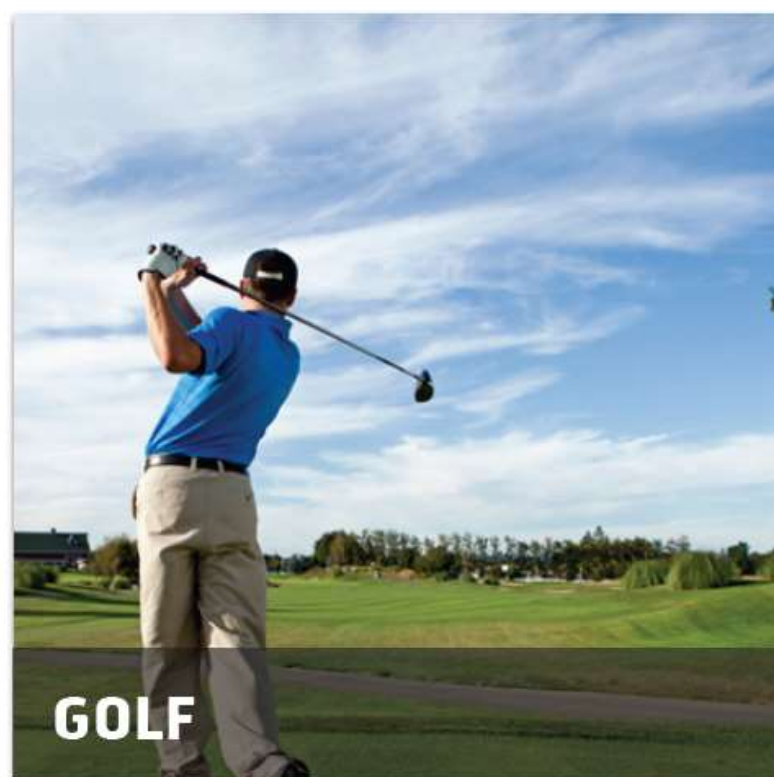
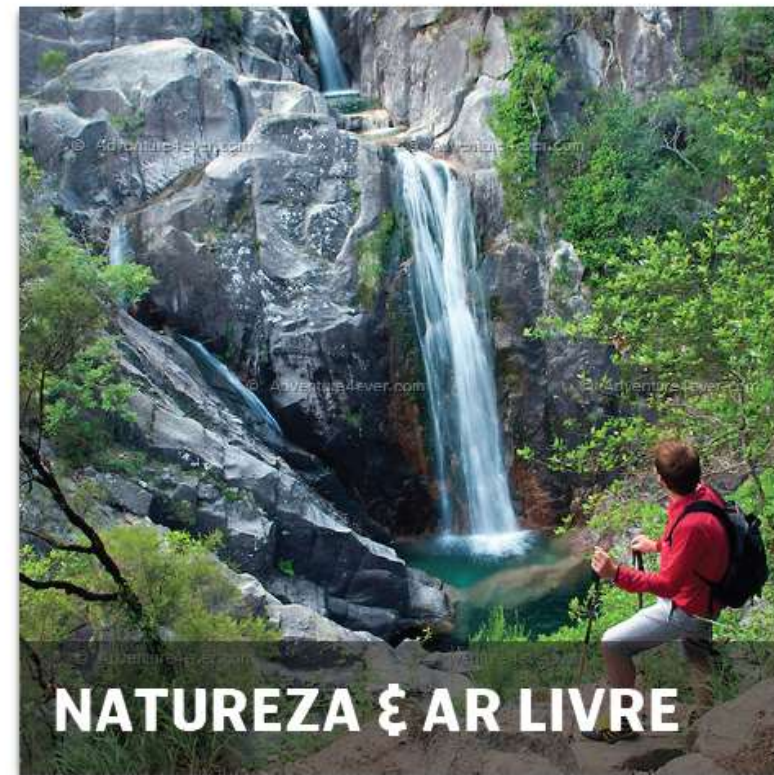
3. HAVING TIME.



**SEGMENTED OFFER.**



# Offering what is important for each and one of us





**THE BEST OFFERS IN PORTUGAL.**



Os nossos  
**Programas**



Use os seus pontos para aproveitar o melhor de Portugal.

Os Programas de Lazer são pacotes turísticos, que incluem descontos em portagem e combustível.

NOVIDADE



**Pousada de Ourém - Fátima**

1 noite para 2 pessoas na Pousada de Portugal, em Ourém, com pequeno-almoço incluído.

✓ 25% Portagem Ⓞ 4€ Combustível

**75,00€ + 960<sup>PTS</sup>**  
Poupe até 64€

**Pousada de Valença**

2 noites para 2 pessoas na Pousada de Portugal, localizada no interior da fortaleza de Valença do Minho, com pequeno-almoço incluído.

✓ 25% Portagem Ⓞ 8€ Combustível

**130,00€ + 945<sup>PTS</sup>**  
Poupe até 63€

NOVIDADE



**História e modernidade em Monte Real**

1 noite para 2 pessoas no Palace Hotel Monte Real, com jantar incluído.

✓ 25% Portagem Ⓞ 6€ Combustível

**99,00€ + 705<sup>PTS</sup>**  
Poupe até 47€

NOVIDADE



**Pousada Convento de Vila Viçosa**

1 noite para 2 pessoas na Pousada de Portugal, em Vila Viçosa, com pequeno-almoço incluído.

✓ 25% Portagem Ⓞ 4€ Combustível

**75,00€ + 960<sup>PTS</sup>**  
Poupe até 64€

NOVIDADE



**Online travel  
agency**



# UNIQUE BUNDLE.

**HOTEL + ACTIVITY + OIL + TOLL**

*Trip discounts*



# Discounts on tolls & oil



 & other concessions

25% discount



 galp energia

8 to 20 c / lt



**VIA VERDE POINTS.**



# REWARD VIA VERDE USE

Accumulate point every day. Just by using Via Verde



Autoestradas



Estacionamento



Abastecimento



McDrive

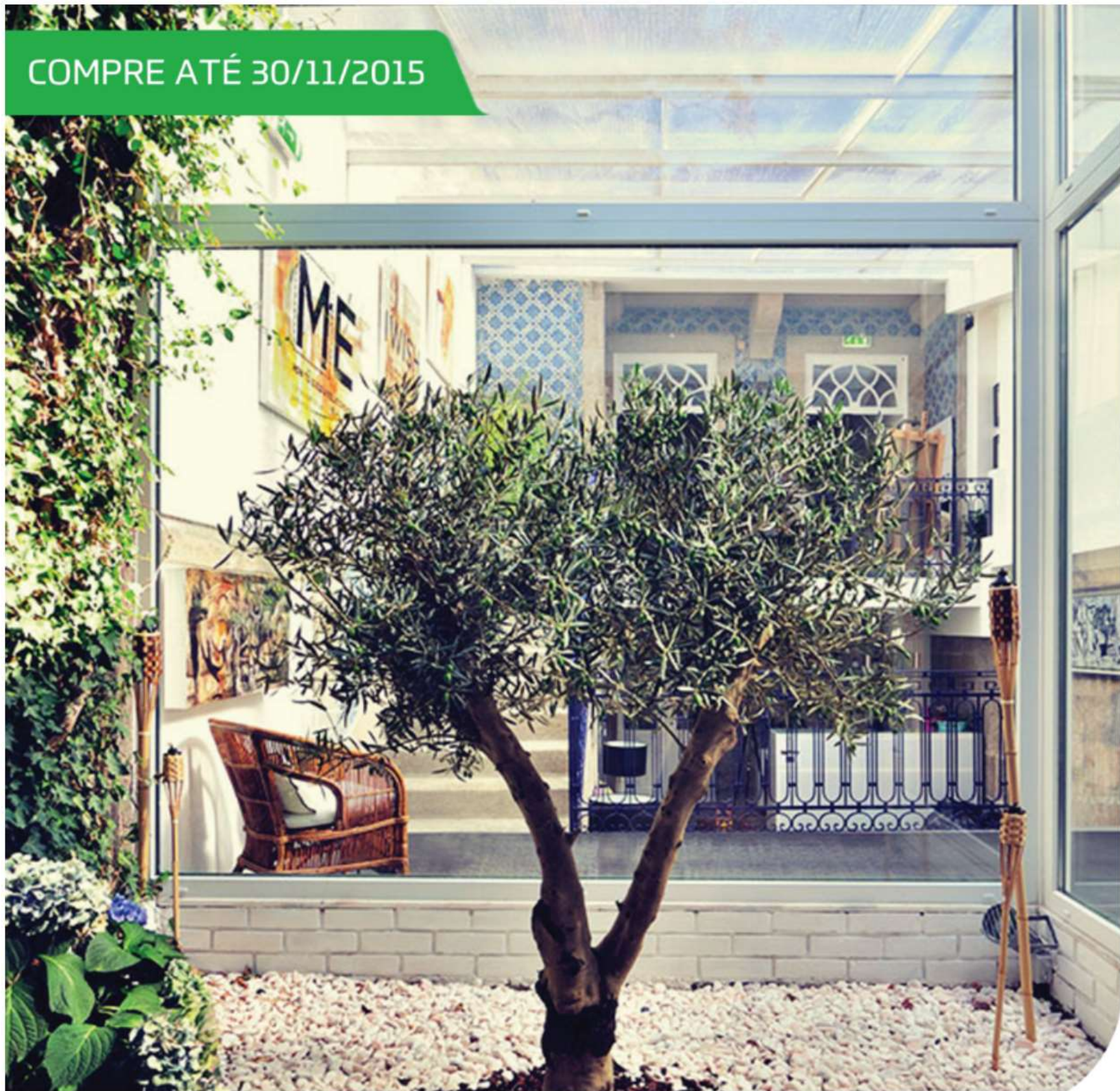


Ferries



# PURCHASE OFFERS AT VIA VERDE WEBSITE/ APP

100% digital.



 Gastronomia e Vinhos  História e Cultura  Romance

## Gallery Hostel - Arte & Conforto

1 noite num dos hostels mais trendy do Porto para 2 pessoas e com oferta de jantar e prova de vinhos.

 25% Portagem  4€ Combustível

**78,00€ + 525<sup>PTS</sup>**

Poupe até 35€ 

COMPRAR



**INDUCING  
ETC TRANSACTIONS &  
MOTORWAY TRAFFIC.**



# GENERATE EXTRA ETC REVENUES



**Motorways  
& Parking**

**3.0 M users**

**Others  
(Oil, Ferry, McDrive)**

**0.1 M users**

**Expected to increase  
other services users**



# GENERATE MOTORWAYS EXTRA REVENUES



**Average Trip**

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<b>Toll</b>	<b>21 €</b>
<b>Discount</b>	<b>-6 €</b>
<b>Cannibalization</b>	<b>-8 €</b>
<b>Extra revenue</b>	<b>6 €</b>

**Each sale is expected to have a positive impact**



# GENERATE MOTORWAYS EXTRA REVENUES

		Cannibalization											
		0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%	
Toll discount	0%	20€	18€	16€	14€	12€	10€	8€	6€	4€	2€	0€	
	10%	18€	16€	14€	12€	10€	8€	6€	4€	2€	0€	-2€	
	20%	16€	14€	12€	10€	8€	6€	4€	2€	0€	-2€	-4€	
	30%	14€	12€	10€	8€	6€	4€	2€	0€	-2€	-4€	-6€	
	40%	12€	10€	8€	6€	4€	2€	0€	-2€	-4€	-6€	-8€	
	50%	10€	8€	6€	4€	2€	0€	-2€	-4€	-6€	-8€	-10€	
	60%	8€	6€	4€	2€	0€	-2€	-4€	-6€	-8€	-10€	-12€	
	70%	6€	4€	2€	0€	-2€	-4€	-6€	-8€	-10€	-12€	-14€	
	80%	4€	2€	0€	-2€	-4€	-6€	-8€	-10€	-12€	-14€	-16€	
	90%	2€	0€	-2€	-4€	-6€	-8€	-10€	-12€	-14€	-16€	-18€	
100%	0€	-2€	-4€	-6€	-8€	-10€	-12€	-14€	-16€	-18€	-20€		

**Low risk  
for  
concessions**





# **AUTO DISCOUNTS.**

**CAR RELATED  
PRODUCT & SERVICES**



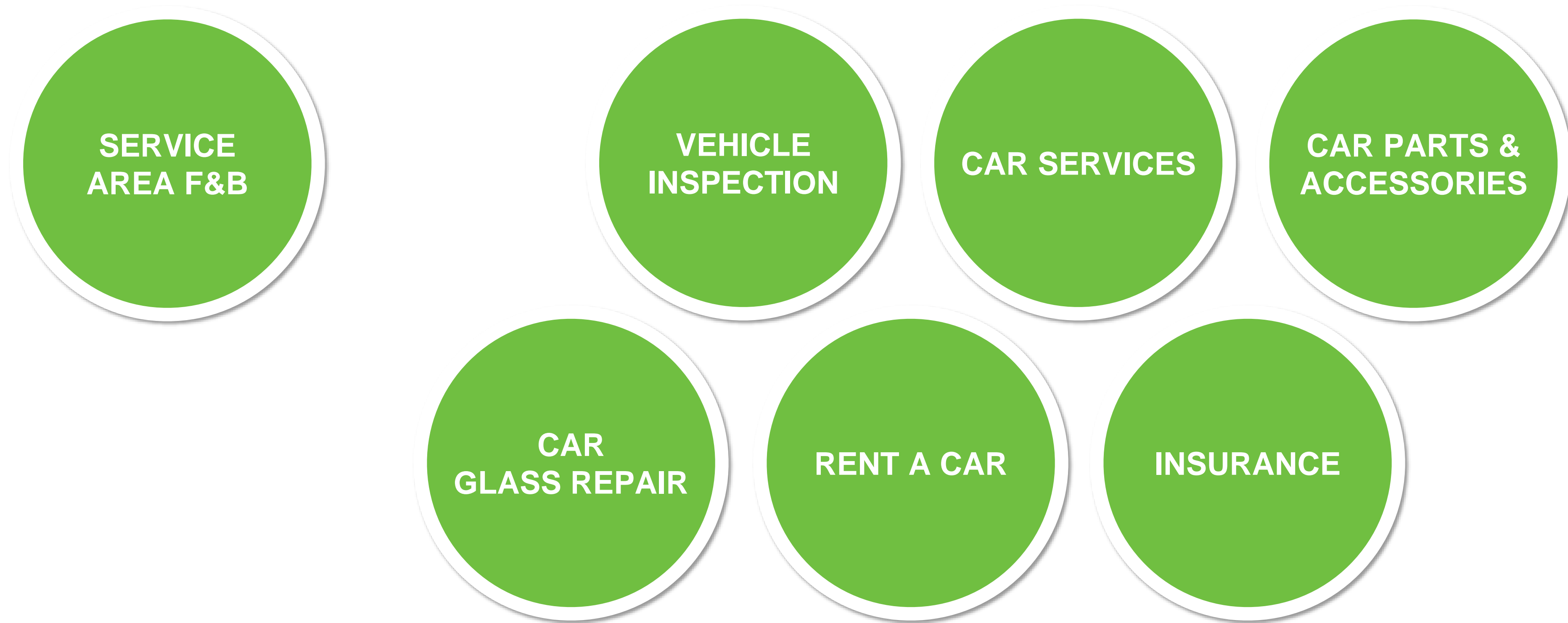
# **SERVICE AREAS DISCOUNTS.**

**DISCOUNTS & EXCLUSIVE OFFERS**



# PRODUCTS AND SERVICES ECOSYSTEM

Via Verde saves € in all car related costs





# PRODUCTS AND SERVICES ECOSYSTEM

With market leaders in Portugal

**SERVICE  
AREA F&B**



Areas Eurest

**VEHICLE  
INSPECTION**



Controlauto

**CAR SERVICES**



Midas

**CAR PARTS  
& ACCESSORIES**



Norauto

**CAR  
GLASS REPAIR**



GLASSDRIVE

**RENT A CAR**



Europcar

**INSURANCE**



LOGO  
simples. logo seguro



Voltar

**Áreas de Serviço: até 20% desconto na restauração**

Nas Áreas de Serviço Eurest e Areas encontra uma vasta oferta alimentar, desde refeições ligeiras, até à gastronomia típica portuguesa e aos produtos regionais.

[www.areas.es](http://www.areas.es)  
[www.eurest.pt](http://www.eurest.pt)

# Service Area discounts

## Vantagens Restauração nas Áreas de Serviço

Pare para descansar e refrescar-se na zona de restauração das áreas de serviço abaixo indicadas e tenha descontos imediatos em produtos de alimentação e bebidas, de acordo com o seu estatuto Viagens & Vantagens:

	As suas vantagens SILVER	GOLD
A1 - Santarém e Pombal	10%	15%
A1 - Aveiras, Leiria e Antuã *	15%	20%
A2 - Alcácer do Sal, Grândola e Aljustrel	10%	15%
A2 - Palmela e Almodôvar *	15%	20%
A3 - Santo Tirso e Barcelos	10%	15%



**WHAT HAVE WE  
ACHIEVED?**





***Viagens & Vantagens***  
**launched on October the 23th**



**To date: 250.000 members; 2.500 sales**

## Goals

- 12 months 30% (500k)
- Medium term 60 % (1.000k)





## An new integrated digital ecosystem

Direct channel to each individual & ability to collect data

Site



APP



Social media



email



gaming



WIFI





## New APP & new site

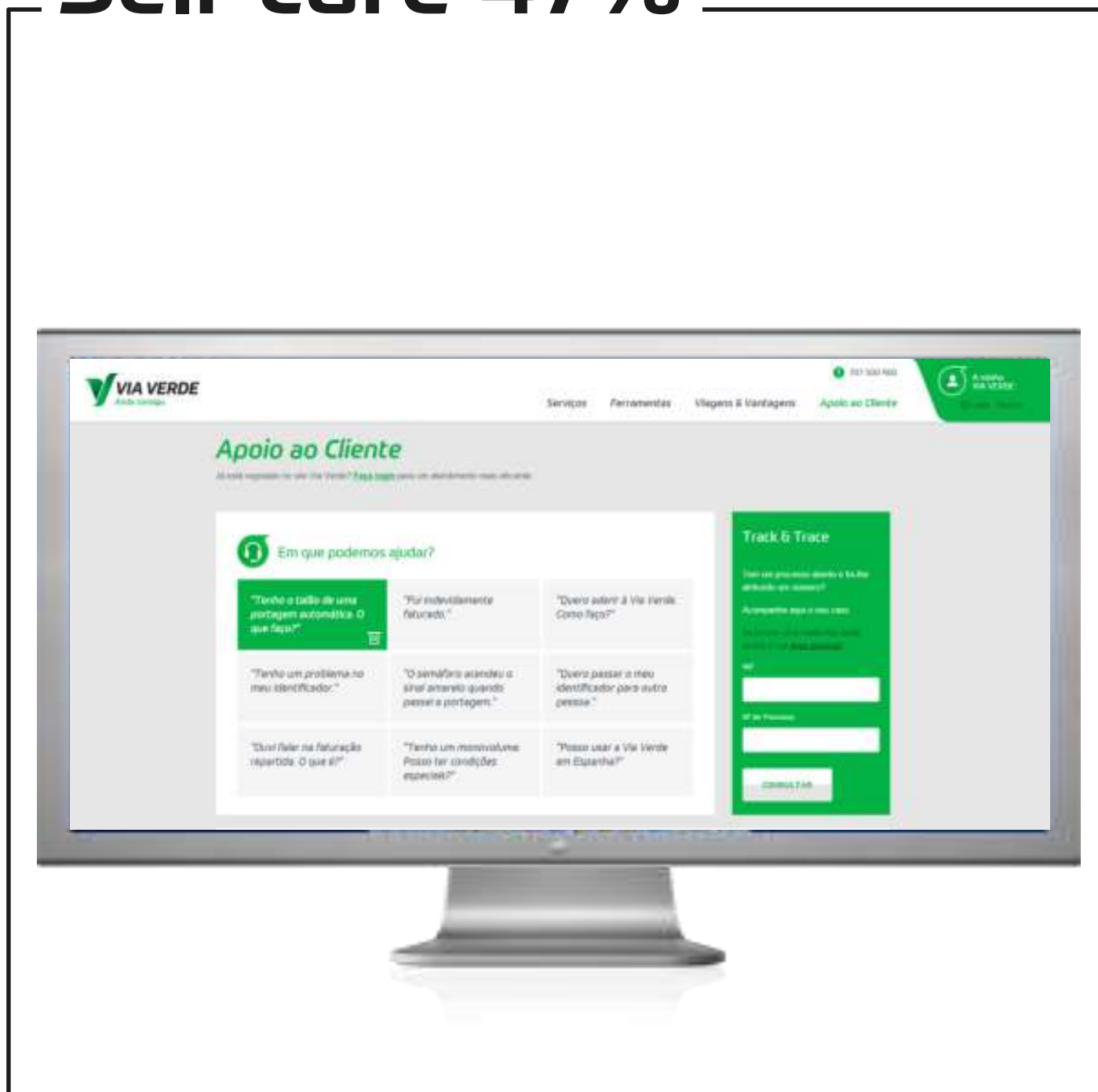
- 5 million page views
- 20 k daily site users (x3)
- More frequent & relevant content
- Better info gathering from clients



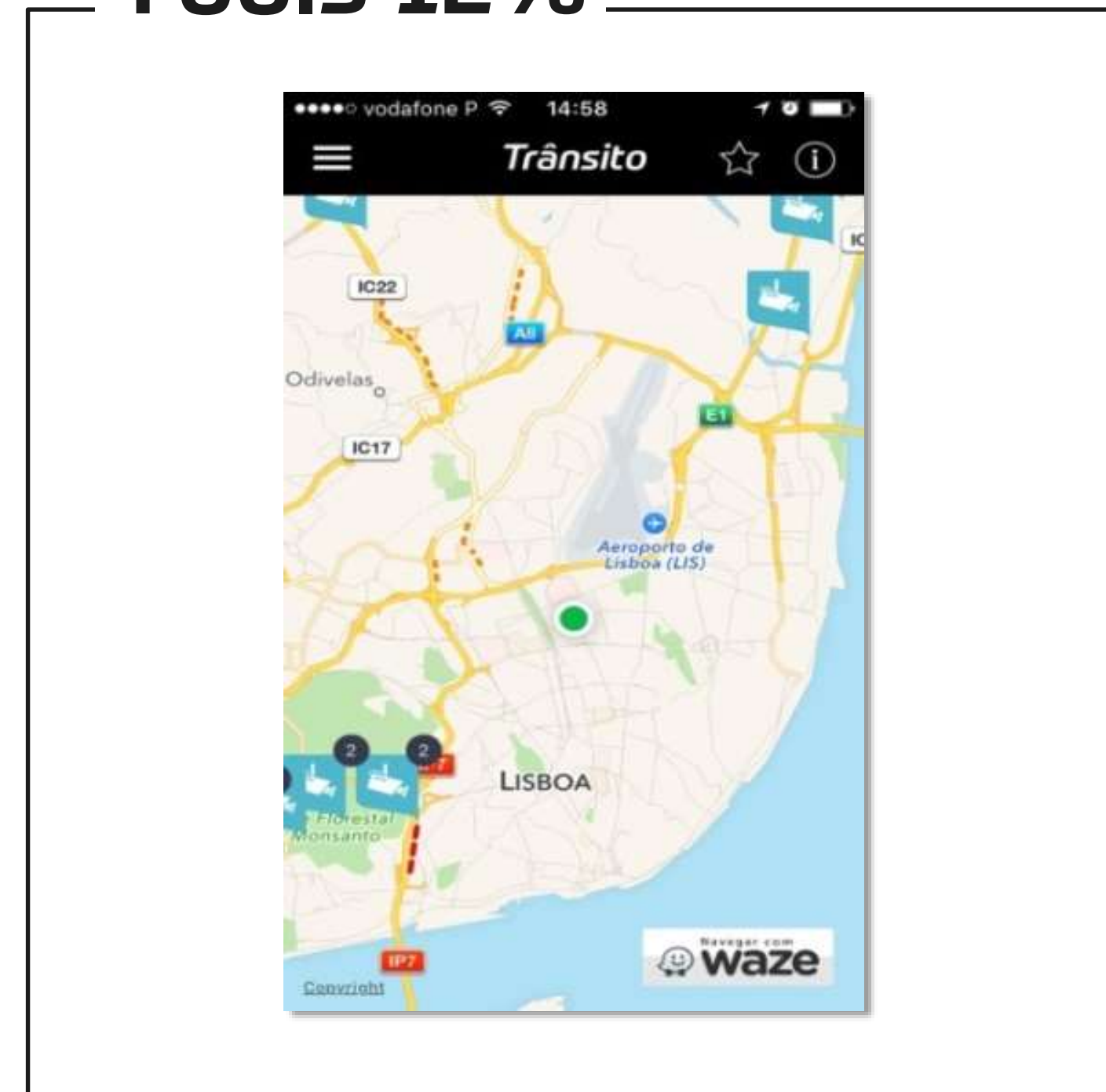


## New APP & new site

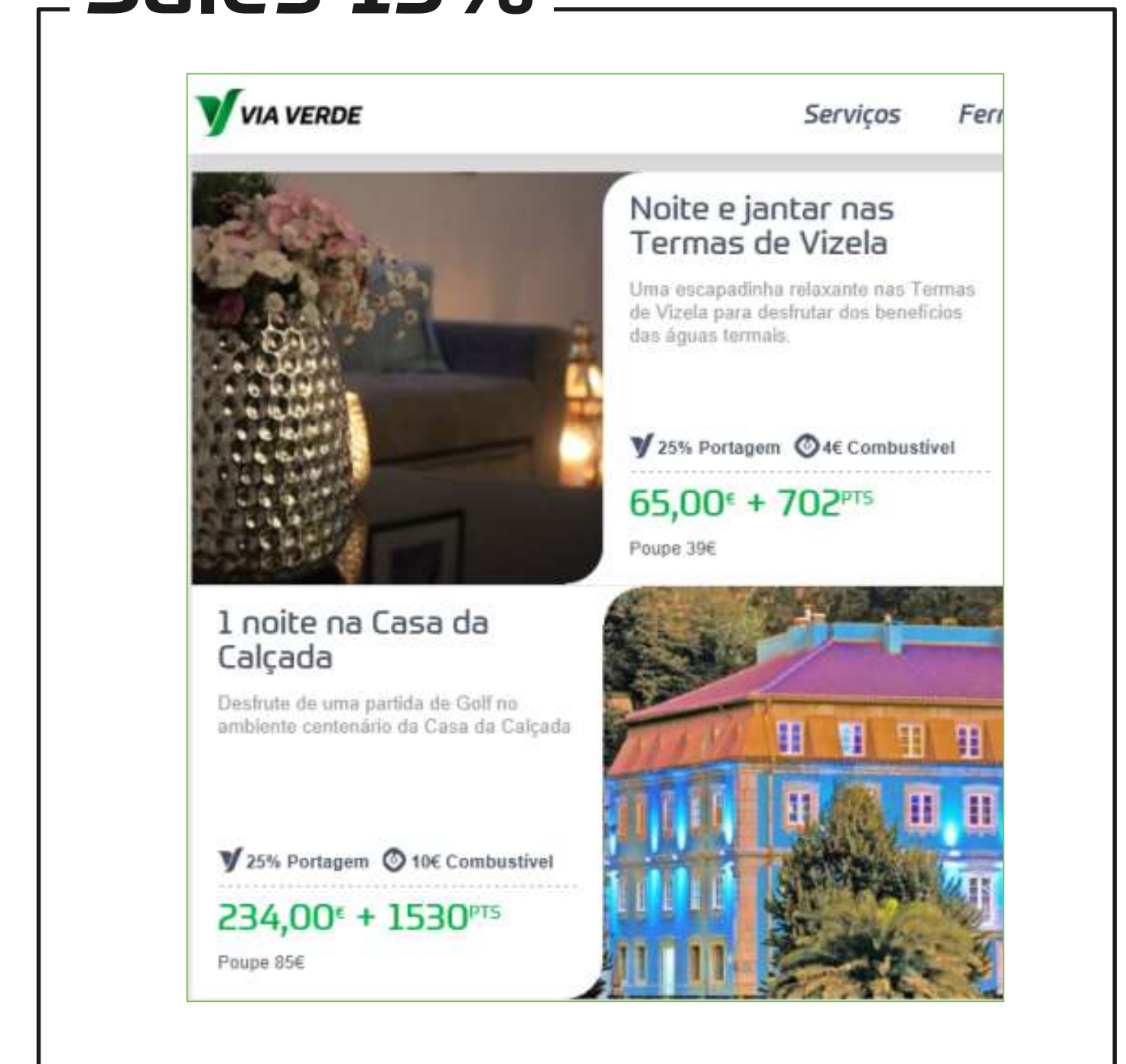
Self care 47%



Tools 12%



Sales 13%



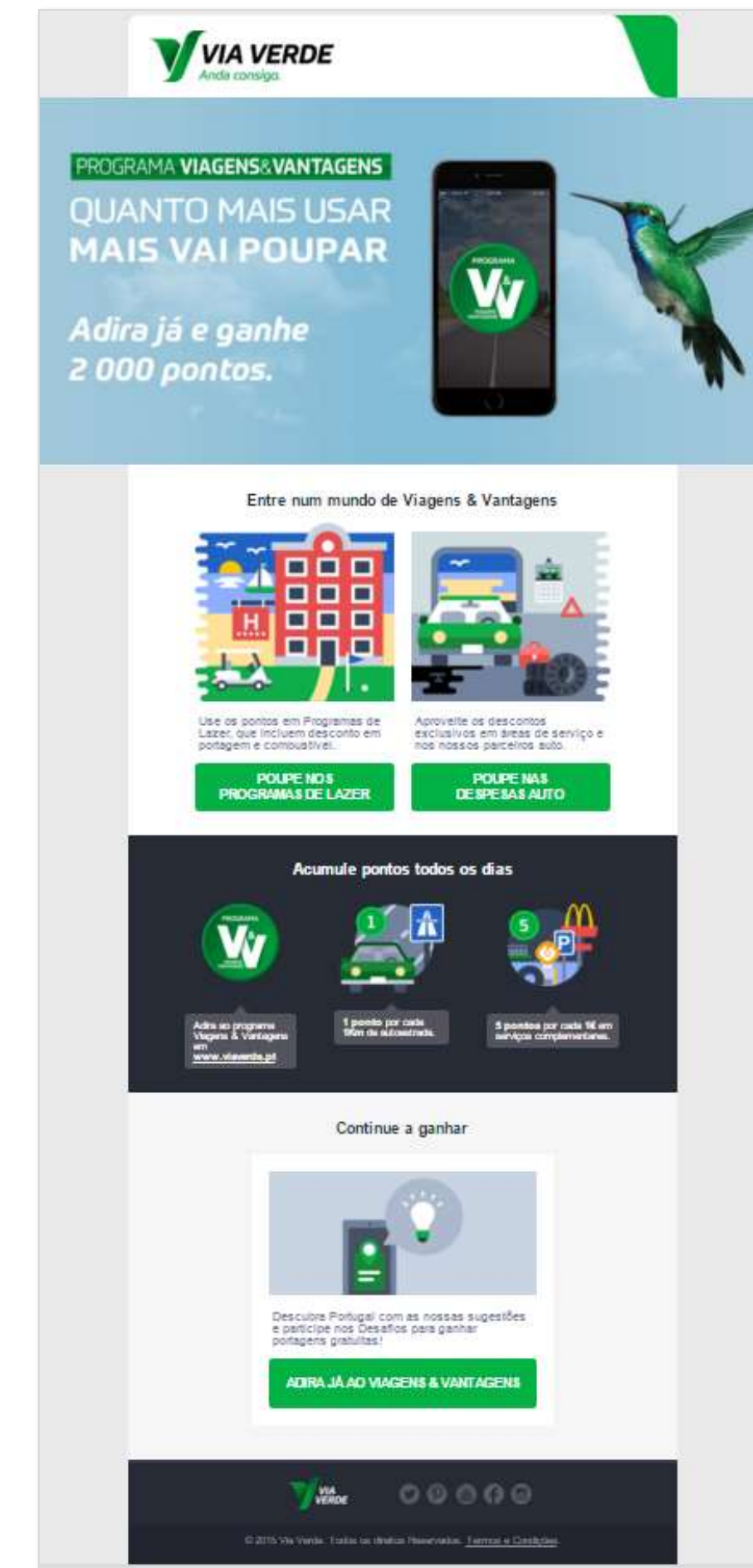
General site Visitors account for 27%



## Emailing tools

### Addressing 1 million customers

- Higher relevance of contents
- Digital newsletters
- Good performance





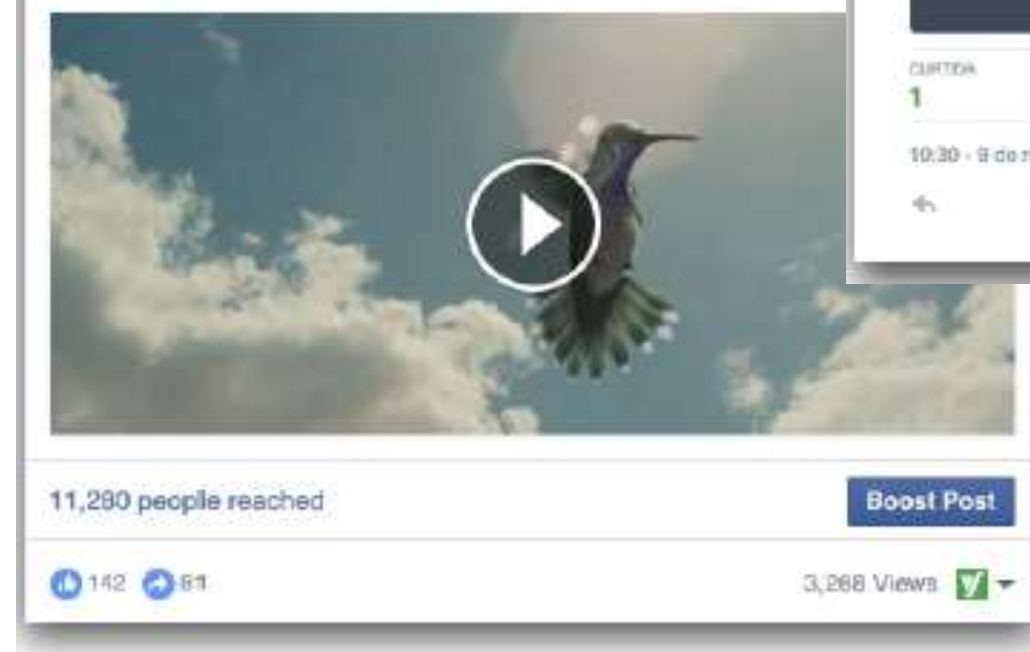
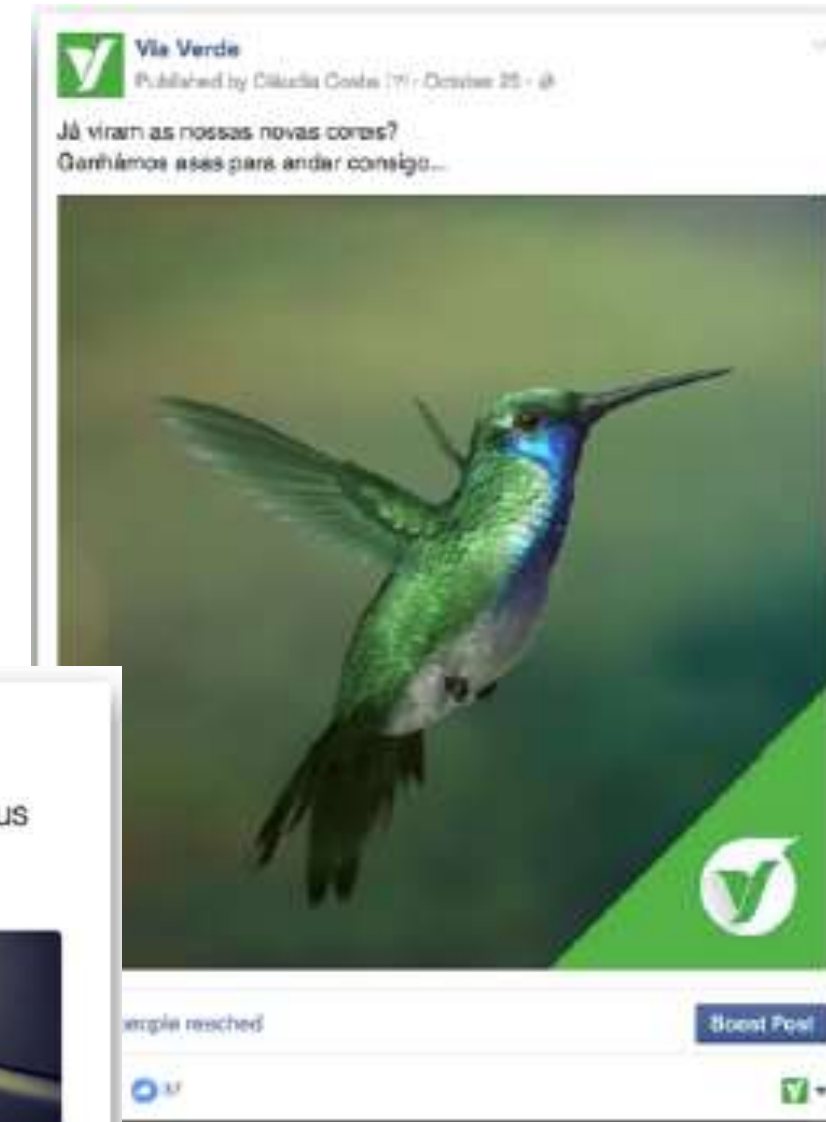
## Social media

**Start relation: engagement, customer service and sales**





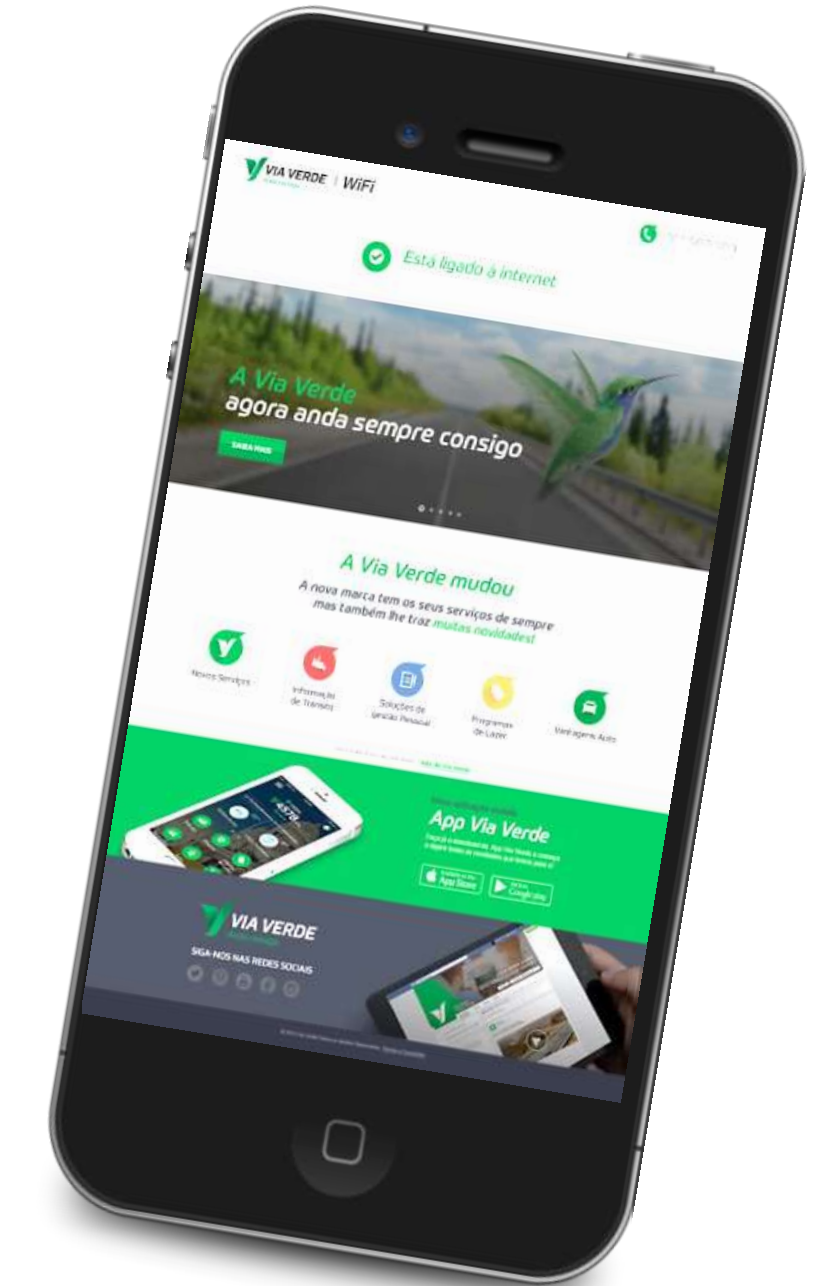
## Social media





## Wi-Fi network

Customer service and complementary digital channel





**WRAP-UP.**



## **We had a good start**

Successful set-up of a new **digital** ecosystem

Successful set-up of a new **partnership** ecosystem

Very happy with customer **acquisition & engagement**

## **But we are still in the beginning**







Grazie.

