



CASE STUDY QANTAS LOYALTY

**How Qantas Loyalty easily
flew through 2 of the biggest
sales days in history with no
downtime in sight**



Founded in 1920 in outback Queensland, Qantas is now considered Australia's largest domestic and international airline. Qantas is widely described as the world's leading long-haul airline and one of the strongest brands in Australia.

Qantas Loyalty is an innovative data-led business that drives customer and partner loyalty through its Qantas Frequent Flyer and Qantas Business Rewards programs. Over 12 million members are rewarded with Qantas Points across a range of categories, including travel, financial services, retail, health and wellbeing, food and wine, and small business services.

COMPANY SIZE

341 Million USD

MARKETS

27

HEADQUARTERS

Mascot, Australia

INDUSTRY

Travel

BUSINESS MODEL

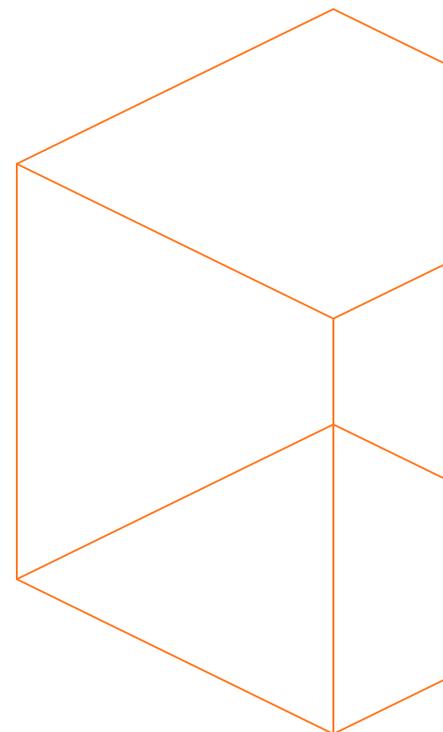
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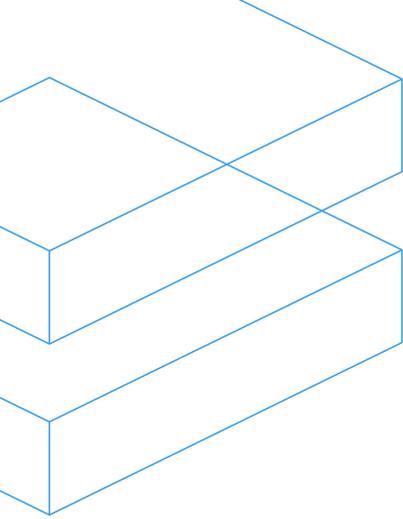
WORKED WITH PARTNERS

AWS, Contentful

The Challenge

For their loyalty program, Qantas needed to increase agility to consolidate their separate market platforms and solutions, leverage new technology, and enable marketplace capability. They also needed to leverage a single platform for all businesses, as well as avoid downtimes at peak loads and reduce the TCO for their overall platforms.





The Solution

Even with the travel industry and the wider Qantas organization continuous struggle with the ongoing COVID-19 pandemic, the stability and flexibility of the microservices architecture of commercetools has enabled the Qantas Loyalty Store to continue to succeed and grow since their go-live in August 2020.



The Qantas Loyalty Store was able to transform their customer loyalty experience by going with commercetools' microservices-based approach. Thanks to this, they easily managed 2 of their largest traffic peaks and their commerce platform is primed to implement even more of Qantas' loyalty brands.

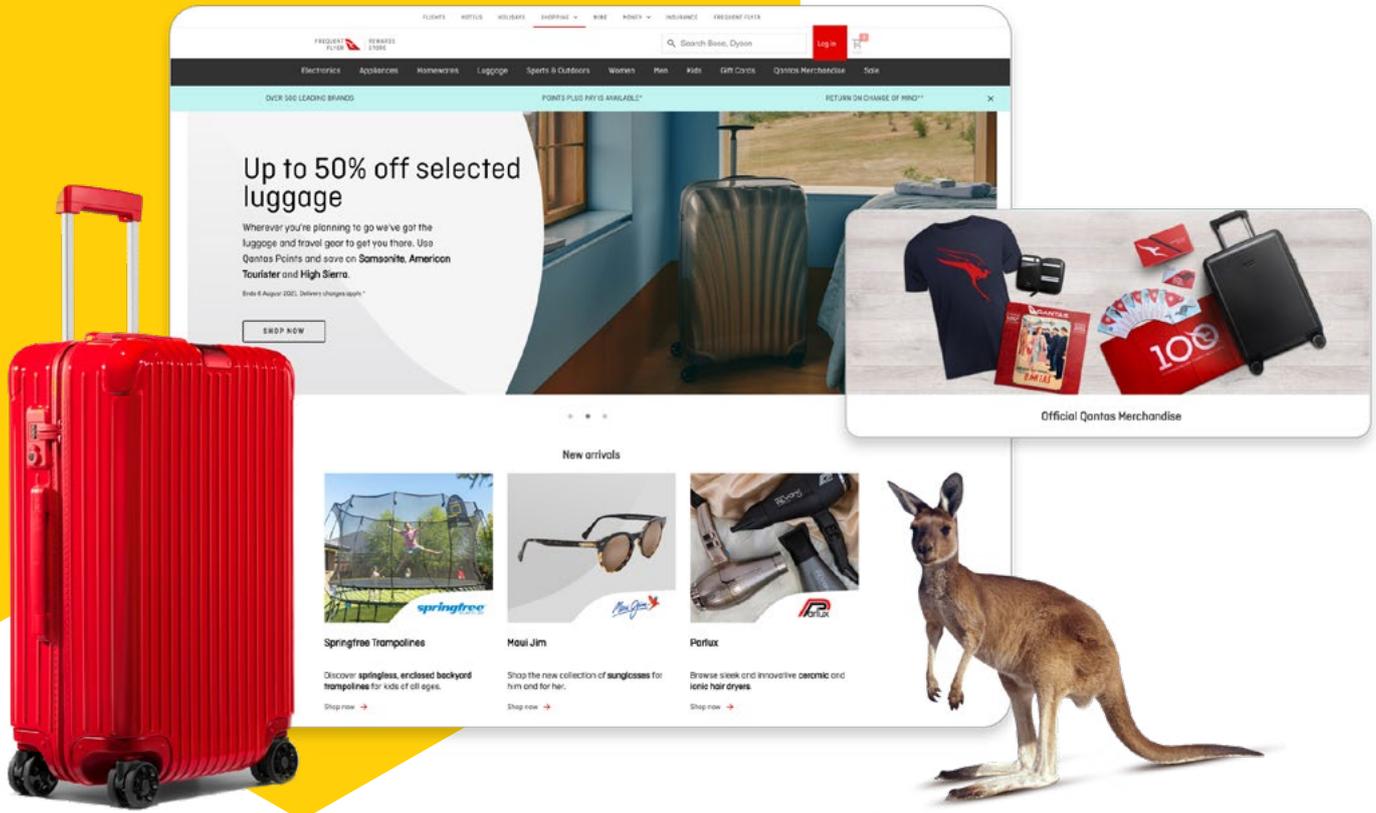
JOSHUA EMBLIN
TERRITORY DIRECTOR, APAC, COMMERCETOOLS



Why it was a success

Together with commercetools, Qantas worked for 2 years to improve its loyalty store and wider commerce platforms. Thus, the digital store mastered their 2 biggest sales days ever thanks to commercetools' cloud-native solution. As a next step, the Qantas Loyalty Wine Store has been migrated onto the new platform. Work is also underway to optimize backend supplier management systems in order to increase visibility and efficiency of the fulfillment process across their 100+ seller network. This will, in turn, increase the efficiency of onboarding new product lines and suppliers to further drive market growth.





commercetools features for Qantas Loyalty



Payment

Goods and services are sold using points earned through the loyalty scheme.



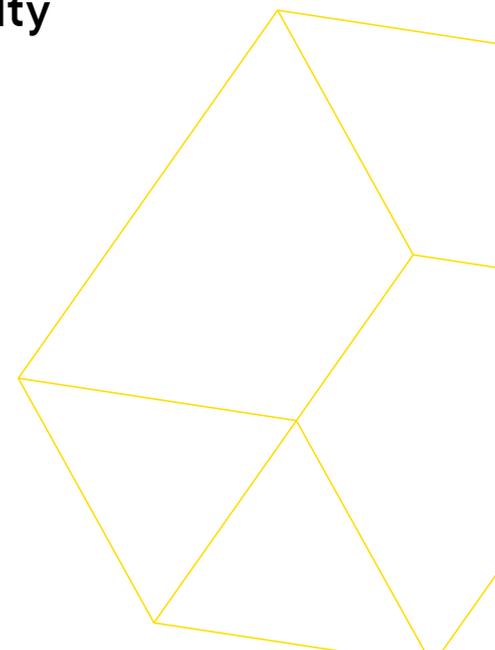
Centralized Platform

A single backend commerce platform orchestrates multiple storefronts.



Innovation

Freedom to deploy new brand storefronts to the existing backend solution.



About commercetools



commercetools is a next-generation software technology company that offers a true cloud commerce platform, providing the building blocks for the new digital commerce age. commercetools is one of the fastest growing enterprise software companies in Europe with 300 employees at its offices in Munich (HQ), Berlin, Jena (GER), Amsterdam (NL), London (UK), Zurich (CH), US Durham (NC), Singapore (SG), and Melbourne (AU). The cloud-native platform enables brands and retailers to build innovative shopping experiences across all touchpoints like web, mobile, voice, in-car and many more.