



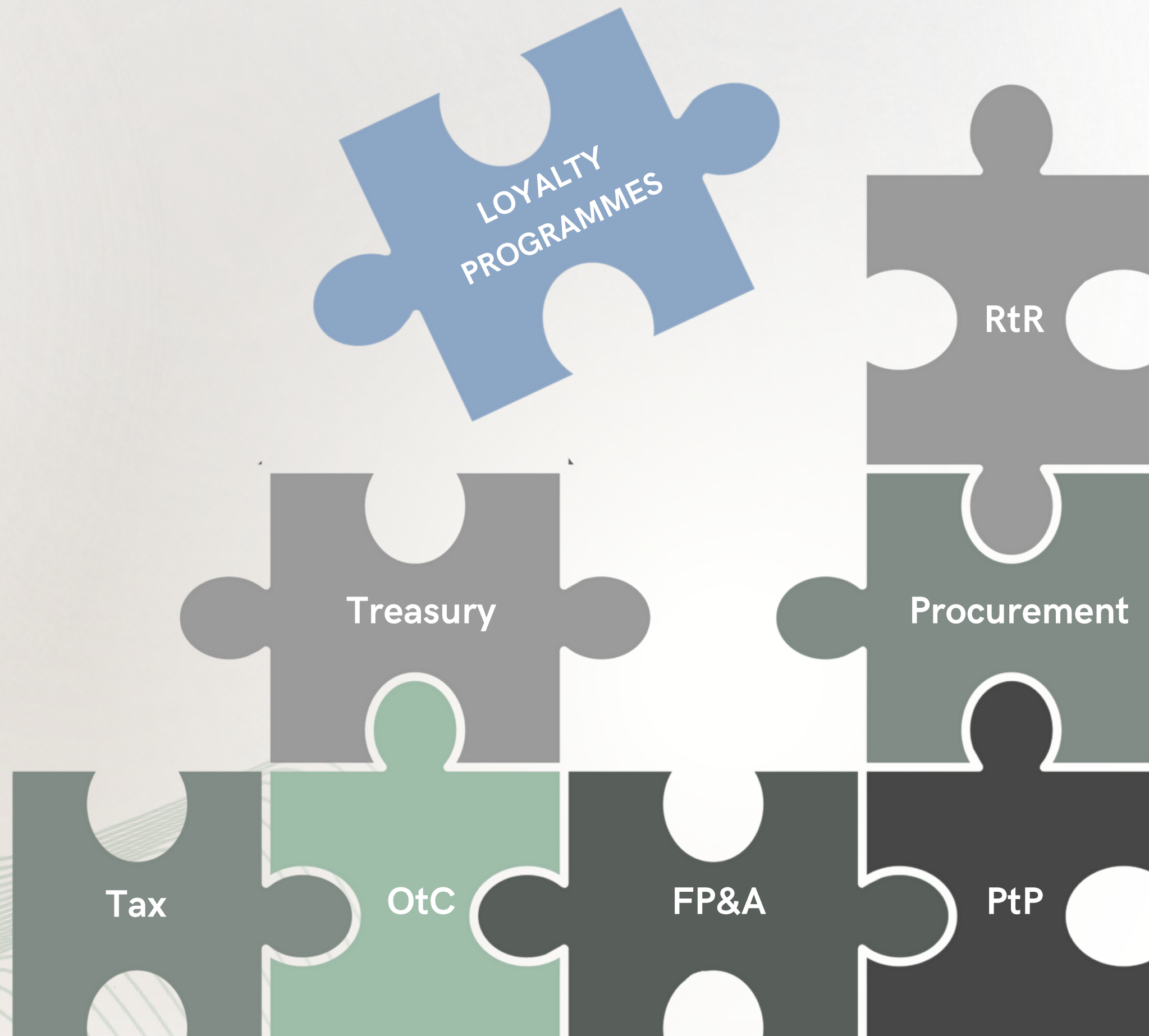
LOYALTY PROGRAMMES

A CASE STUDY IN SCOPE
EXPANSION

What happens when you stretch the usual
boundaries?

Piotr Banasik,
Business Operations Manager
IAG GBS

LEAP BEYOND FINANCE SERVICES



**CHALLENGE
ACCEPTED**



BUILDING TRUST & VALUE



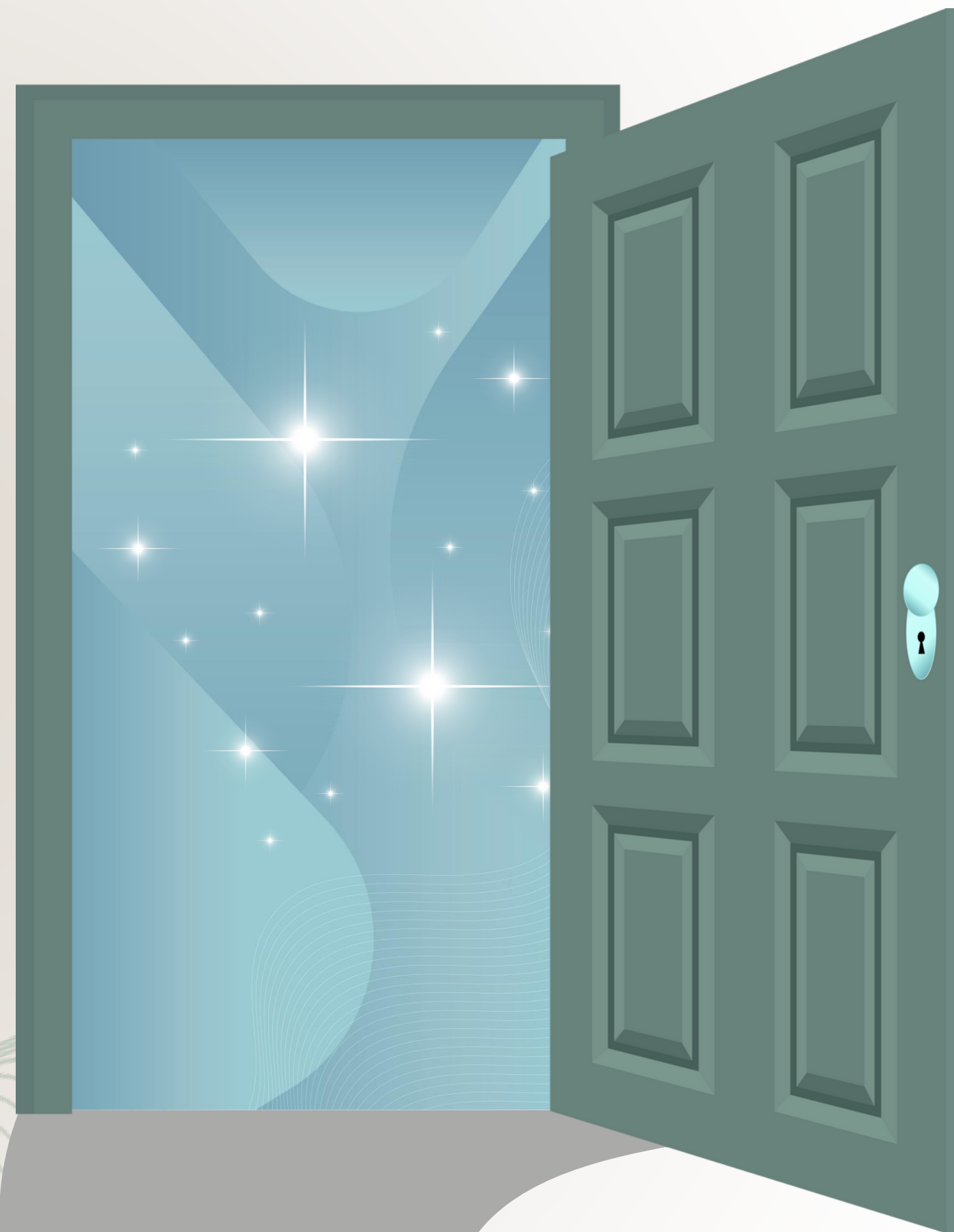
GROWTH & IMPACT



CULTURE MULTIPLIES RESULTS



LESSONS LEARNED



**STRETCH THE
BOUNDARIES.
SEE WHAT'S
POSSIBLE**

