

To whom it may concern

I write to you hoping that my experience with the Qantas Frequent Flyer program may be of interest as part of Customer Loyalty Schemes Review in so far that it highlights some of the issues that are associated with consumer-facing customer loyalty schemes and practices that are of concern.

Please find attached correspondence with Qantas which support my experience with Qantas Frequent Flyers:

1. In July I noticed that my Qantas Frequent Flyer points balance was zero
2. Thinking this was unusual I contacted Qantas and was told:
 - a. Since I hadn't earned any points in 18 months that my 75,699 points had been cancelled
 - b. That this was a rule change back in 2010
3. I had never know about this rule, nor did my wife who is a frequent flyer and member of both the Qantas and Virgin loyalty programs – I would suggest that many members are not aware of this rule
4. Qantas stated that I was informed that I would lose my points via emails in January and February (attached)
 - a. I located these email and their subject lines did not state that points were going to be cancelled, rather, the message that my points would be cancelled was embedded within these emails
 - b. I noted to Qantas that I did not consider this appropriate for informing me as the emails appeared like any other monthly email from Qantas - I get a lot of junk mail and rely on the subject line heading for prioritising which emails I allocate more attention to
 - c. I also noted to Qantas that I would not willingly allow my points to expire if I had known about it
5. On a number of occasions, whilst in conversation with Qantas staff, my impression was that other Qantas loyalty program members are also losing points in a similar manner
6. On a number of occasions, I was offered to have my points reinstated if I committed to obtaining another 2,500 points over the next 6 months, and success fully reached that total of 2,500 points within 6 months
7. I refused to be forced to jump through that hoop in order to have my points reinstated on the basis that they should never have been taken off me in the manner that they were
8. I also questioned how this might benefit Qantas when it effectively 'deletes' a liability
9. I was quoted in an article by The Australian on Saturday 14th September
10. After this, Qantas made contact and said my points would be reinstated and the points were reinstated
 - a. I have a saved phone message from Qantas stating this (no mention of requirement to still earn additional 2,500 points in 6 months - see point 11)
11. One week later, the same Qantas person contacted me to say I was still required to acquire 2,500 in 6 months to keep my points even though they had been returned – my interpretation here was that I would lose my points again in 6 months' time if I did not acquire 2,500 points

I believe my experience may highlight how customers are at the mercy of large loyalty scheme managers and their ability to create outcomes that are beneficial to themselves by either changing the rules, not informing members of the rules, not notifying members appropriately and creating an outcome which is beneficial to the program manager and not the customer, imposing conditions like having to earn more points to get your original points back, and any other means they could think of....

Regards

Alex

ATTACHMENT

From: Qantas Frequent Flyer <qantasff@loyalty.qantas.com>
Sent: Thursday, 17 January 2019 9:11 AM
To:
Subject: Your January Qantas Points balance plus great offers for you

Find new ways to boost your Qantas Points

Having trouble seeing this email? [View in browser](#)

FREQUENT
FLYER 

BRONZE



Dear Alessandro

Frequent Flyer number:

Qantas Points
75,699

Status Credits
0



Your points are due to expire on 28 Feb 2019. Find out [how to keep them active](#).











Want to spend less cash on your next flight?

Simply use a mix of Qantas Points and cash to pay for your next flight or hotel stay.

[Find out how](#) >

How you've earned in the last 12 months

 Shopping 0	 Flights 0	 Cards & Banking 0	 Cars & Accommodation 0
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Travel Money	Food & Wine	Phone & more	Insurance
0	0	0	0

Everyday ways to earn points






8 easy ways to set yourself up for a points boosted new year

Want to turn your life admin expenses into a Qantas reward in 2019? New York? Luxury resort? Fine dining with Rockpool? The more you earn, the faster you'll get to your Qantas reward.

[Find out more](#)

See where your points can take you

Use your Qantas Points and fly Qantas from **Melbourne...**

		
to Auckland	to Santiago	to San Francisco
36,000 ^{pts}	90,000 ^{pts}	90,000 ^{pts}
+ \$198 cash* Return Economy	+ \$402 cash* Return Economy	+ \$428 cash* Return Economy

News and Special Offers



A new simple way to login using Facebook

Great news, you can now log into your Qantas Frequent Flyer account with your Facebook login.

[Log in now](#)



Earn Qantas Points on over 200 of your favourite brands

Make your shopping even more rewarding and earn up to 7 points per \$1 spent at over 200 big brands including David Jones, THE ICONIC, Woolworths and more via Qantas Shopping Online Mall.⁸

[Shop now](#) >



Enjoy endless adventures in Adelaide – now on sale

With its festivals, beaches, boutiques and Kangaroo Island close by Adelaide is the perfect getaway.⁹

[Discover Adelaide](#) >



[Your Account](#) | [Program Terms](#) | [Privacy Statement](#) | [Online Help](#) | [Contacts](#) | [Qantas](#)

You have received this email because you are subscribed to Qantas Frequent Flyer 'Your points balance and eNews' emails. To unsubscribe from 'Your points balance and eNews' emails only, [click here](#). Please be aware, that by unsubscribing from this email, you are unsubscribing from eNews (our monthly newsletter containing your points balance, including warnings on points expiry).

To view and update the full list of Qantas Frequent Flyer email types that you are currently subscribed to, log in to Your Profile at qantas.com

Sent by Qantas Airways Limited (ABN 16 009 661 901). Australian headquarters: 10 Bourke Road, Mascot, NSW 2020.

Important information

You must be a Qantas Frequent Flyer member to earn points. A joining fee may apply. Membership and points are subject to the Qantas Frequent Flyer program [terms and conditions](#).

- 2 Classic Flight Reward seats are subject to capacity controls and availability is limited. Some flights may not have any Classic Flight Reward seats available. Taxes, fees and carrier charges are payable in addition to the Qantas Points required. For more information, visit the [Qantas website](#).
- 8 Individual retailer terms and conditions apply, please check the individual retailer's offer for full terms at time of purchase.
- 9 Sale ends 21 Jan 2019, unless sold out prior.

ATTACHMENT

From: Qantas Frequent Flyer <qantasff@loyalty.qantas.com>
Sent: Thursday, 14 February 2019 9:10 AM
To:
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Find new ways to boost your Qantas Points

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FREQUENT
FLYER 

BRONZE



Dear Alessandro

Frequent Flyer number:

Qantas Points

75,699

Status Credits

0



Your points are due to expire on 28 Feb 2019. Find out [how to keep them active](#).



Discover how you can unlock your points and travel the globe

Find out how to use Qantas Points to book a Reward seat with our partner airlines³.

[Find out more](#) >

How you've earned in the last 12 months



Shopping

0



Flights

0







Cards & Banking

0



Cars & Accommodation

			0
			
Travel Money	Food & Wine	Phone & more	Insurance
0	0	0	0

See where your points can take you

Use your Qantas Points and fly Qantas from **Melbourne...**



to Sydney

8,000^{pts}

+ \$36 cash* | one-way | Economy



to Hamilton Island

18,000^{pts}

+ \$48 cash* | one-way | Economy



to Perth

18,000^{pts}

+ \$37 cash* | one-way | Economy

Where can I go

*Qantas Points and taxes, fees and carrier charges quoted for Classic Flight Rewards are accurate as at 17 Jan 2019 and are subject to change³.

News and Special Offers



Say 'Bula' to our new direct service from Sydney to Fiji

Great news - From 31 Mar, we're offering flights four times a week on a B737 direct from Sydney to Fiji⁴.

[Find out more](#)



Introducing: Earn Qantas Points in your sleep

Earn points while you sleep with the Qantas Wellbeing App. Select the 'Sleep Health Challenge', set your sleep and wake times, then put your phone down - and wake up to 5 Qantas Points⁵.

[Go to the App](#) >



Win an unforgettable experience at the National Gallery of Victoria

Enter for a chance to experience the groundbreaking *Escher x nendo | Between Two Worlds* exhibition at the National Gallery of Victoria⁶.

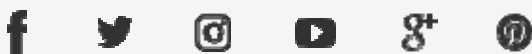
[Enter to win](#) >



Exclusive: Join Constellation Journeys private charter 20-day adventure

Earn up to 80,000 Qantas points on this all-inclusive 20-day tour aboard a privately-chartered 747 to Jerusalem, Barcelona, Machu Picchu and beyond⁹.

[Book now](#) >



[Your Account](#) | [Program Terms](#) | [Privacy Statement](#) | [Online Help](#) | [Contacts](#) | [Qantas](#)

You have received this email because you are subscribed to Qantas Frequent Flyer 'Your points balance and eNews' emails. To unsubscribe from 'Your points balance and eNews' emails only, [click here](#). Please be aware,

that by unsubscribing from this email, you are unsubscribing from eNews (our monthly newsletter containing your points balance, including warnings on points expiry).

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- 4 Subject to regulatory and government approval. Aircraft type, product and services are subject to change.
- 5 You must be a member of the Qantas Frequent Flyer program and 13 years of age or over to use the App and earn Qantas Points. Membership Qantas Points are subject to the Qantas Frequent Flyer Terms and Conditions. A joining fee usually applies. This will be waived if you join when you download the App. Qantas Points is the number of points that can be earned through the Sleep Health Challenge per night through the Qantas Wellbeing App between 31 Jan to 28 Feb 2019. After this period, Qantas Frequent Flyer members who do not have an Eligible Qantas Insurance Product or have completed the 28-Day Trial will earn Qantas Points at a reduced rate. Eligible Qantas Insurance Products are Qantas Health Insurance Policies, Life Protect Policies and Annual Multi-Trip Travel Insurance Policy. Qantas reserves the right to withdraw this offer at anytime and is subject to the Qantas Wellbeing program terms and conditions.
- 6 Promoter: National Gallery of Victoria Eligible Entrants: Qantas Frequent Flyers, Australian residents aged 18 years or over except directors, officers, management and employees (and the immediate families of directors, officers, management and employees) of the Promoter, or of the agencies or companies associated with this competition. Promotion Period: 7:00AM (AEST) on 14/02/19 to 23:59PM (AEST) on 28/02/19. Entry: Eligible Entrants must, during the Promotion Period, answer the following question in 25 words or less: "Tell us in 25 words or less about a time when things were not as they seemed", and providing any additional information as required by the Promoter. Prize(s) 2 Return Qantas flights to Melbourne, one night's accommodation at Sofitel Melbourne On Collins, Escher x nendo | Between Two Worlds exhibition entry for two people, Mercedes-Benz chauffeur transfer to and from Sofitel Melbourne On Collins, Escher x nendo | Between Two Worlds exhibition catalogue and merchandise, wine pack from Yering Station. The total maximum value of the prize pool is A\$2950. Draw 1/03/19 at 180 St Kilda Road, Melbourne, VIC, 3000. Winner notifications: By phone and email within two business days of the draw on 1/03/19. Full terms and conditions can be found [here](#).
- 9 Members can earn up to 80,000 Bonus Qantas Points on a new booking made through Constellation Journeys on the Qantas 747 privately chartered Around The World service departing 30 Sep 2019, returning 19 Oct 2019. Each passenger included on the booking with a valid seat number is eligible to earn Qantas points provided they have provided their Qantas Frequent Flyer number at the time of booking. This offer cannot be used in conjunction with any other offer. Qantas Points will vary depending on travel class booked. Status Credits will not be earned on bookings made through Constellation Journeys. Qantas Points will take up to 6 weeks after completion of travel to be credited to your Qantas Frequent Flyer account.