

## Financial Services - Driving customer value through product differentiation

Delivering strategies that drive customer value propositions and incremental revenue – encouraging activation and further usage from account and credit card portfolios.



**BenefitsPlus™**

Generate annual subscription based revenue from your account and cardholder portfolios, through 'value-added benefit' packages.



**PointsPlus™**

Flexible, multi-market earning and redemption platform offering a unique seamless user experience and value to account and cardholders.



**RewardAll™**

An online shopping and rewards portal incorporating leading global merchants that can be easily customised.



**SmartAuction™**

An online auction product that enables members of a loyalty programme to redeem their loyalty currency for products and services.



**Match&Win™**

A highly interactive promotional application, awarding points that can be matched and redeemed against a prize pool.



**Buy&Fly™**

A points-based loyalty programme, enabling members to redeem points for aspirational products and services without any restrictions.



**PrivilegeHub™**

An online portal for sourcing pre-arranged partner offers from leading global brands.



## BenefitsPlus™

### New and recurring incremental revenue through increased customer engagement

BenefitsPlus Financial™ delivers recurring revenue through the provision of value-added benefits, packaged for your premium account and credit card portfolios.

The BenefitsPlus Financial™ product range is designed to strengthen and protect relationships with higher net worth customers as well as broadening appeal to a wider audience.

Pre-designed packages can include insurance products, travel related products and services, lifestyle and leisure offers. Alternatively, tailor a personalised suite of benefits to match your customer profiles and strategic business requirements.

BenefitsPlus Financial™ adds real value to your core offering and can be effectively used to drive both retention and cardholder acquisition. New and sustainable recurring revenue can be realised with limited impact on your IT.

Incorporating 'Glide' technology; to aid travel planning and provide targeted product offerings. Delivering journey connectivity offers for consumers via handheld and mobile devices. Glide enables the sharing of itineraries and experiences through communities and social networks instantaneously. This provides customer engagement across the whole journey and multiple touch-points and delivery channels for relevant communications.

The benefit to your organisation is a real competitive advantage through brand differentiation and the delivery of a superior value offering to more of your customers.

#### Key Benefits:

- Generate new and significant incremental revenue
- Maximise the potential from your account and credit card portfolios
- Develop even more profitable long-term customer relationships
- Differentiate your brand proposition

#### Functional Overview:

- Payment processing and reporting
- Pre-negotiated partner propositions and system integration
- Fully managed solution with dedicated support team

#### Key Features:

- **Broad Range of Tiered and Flexible Benefit Products** – benefit packages to fit your customer profiles and unique business needs
- **Fully Scalable Platforms** – offered as a stand-alone, white-label product or fully integrated into your systems
- **International Customisation** – multi-lingual capabilities
- **Fully Managed Marketing Communications** – creative templates and full marketing support available



**PointsPlus™**

## A flexible approach to suit both you and your customers.

PointsPlus™ is a flexible online points-based earning and redemption platform.

Your customers can earn points when shopping online at thousands of partner merchants utilising our proprietary RewardAll™ product. They can then spend these via an integrated online redemption platform, within the trusted environment of your brand. PointsPlus™ can be incorporated into an existing points engine and membership management system, or used as a stand-alone entity.

With multi-market capabilities, supporting multiple languages, PointsPlus™ provides flexibility in terms of products offered, markets purchased from, and level of points awarded on a transactional basis. Collinson Latitude™ will source relevant merchant and strategic partnerships to complement your brand.

The earning and redemption components can be deployed individually or as a single integrated solution.

### Key Benefits:

- Provides a new revenue stream and positively influences buyer behaviour
- Offers an additional incentive for members to interact with your brand
- Supports increased acquisition, usage and retention
- Provides brand differentiation through a value focused proposition
- Reduces redemption liability and distressed inventory

### Functional Overview:

- Efficient, robust system which seamlessly integrates to give a full points management solution
- High level of consumer spend monitoring and tracking
- Integrated into current systems with minimal IT resource required

### Key Features:

- Centralised single platform offering earning, redemption and intelligent points management capability
- Multi-market functionality
- Complete points management engine and rules management
- Either individual or any combination of components implemented and integrated
- Enhanced member experience with best practice user interface



**RewardAll™**

### A revenue generating, fully customisable online shopping and rewards platform

RewardAll™ is a highly engaging, fully customisable revenue generating shopping portal that is quick and cost effective to implement.

Reward your account and cardholders with points or cashback for their online purchases whilst generating revenue for you.

RewardAll™ grants access to thousands of leading merchants and is available as an off-the-shelf or integrated solution.

A flexible commission structure allows you to determine the reward level you want to offer your customer base.

Leading edge tracking and reporting functionality provides insight into the real-time purchasing behaviour of your customers.

#### Key Benefits:

- Enhance your product offering and drive more business to your website
- Leverage a customised merchant offering to fit with your existing product portfolio and customer profiles
- Gather valuable consumer behavioural insights
- Generate fresh and sustainable incremental revenue streams
- Optional insurance package available

#### Functional Overview:

- A fully managed solution with dedicated support
- Stand-alone or highly customised options available
- Complete content control in real-time – including commission levels
- Detailed user behaviour reports
- Advanced payment processing and reporting
- Intuitive web-based administration system for managing content

#### Key Features:

- **Total Design Flexibility** – fully scalable design options within a trusted brand environment allowing for continued enhancements
- **Customised Merchant Offering** – self-select promotional offers from thousands of merchants for your customers
- **Product Choice** – tailor the merchants, promotional offers and commission structures
- **RewardSafe™** – combine with our subscription-based insurance package to provide rewards and protection for your customers' online shopping

#### Plus:

- Customer relationship functionality is built-in
- Interactive and intuitive client interface
- Quick and easy to integrate, manage and optimise
- Available in Australia, China, Ireland, Japan, Spain, UK and the USA
- More countries to follow



## SmartAuction™

### Adding excitement and more value to loyalty programmes

SmartAuction™ is an online auction product that provides an innovative and interactive way to launch sales promotions and for account and cardholders to redeem loyalty currency. Flexible options include highest and lowest unique bidder wins

SmartAuction™ provides a range of exclusive and appealing products and services for your account and cardholders to bid on. Auction content can be tailored and may include exotic holidays; money can't buy experiences, premium airline seats and hotel nights through to high-end luxury items and distressed inventory.

SmartAuction™ is ideal for organisations that reward members with loyalty currency, and is an ideal way to engage non active members and encourage interaction with your brand.

The SmartAuction™ platform enables loyalty programme owners to differentiate their brand, reduce redemption liability, engage inactive members and generate additional revenue.

#### Key Benefits:

- Reduce your redemption liability and manage distressed inventory
- Increase member interaction and engagement
- Develop your own unique offering through a highly flexible content model and auction lots
- Generate additional revenue
- Partnership sourcing to complement your brand

#### Functional Overview:

- Intuitive and easy to use administration system for managing content, products and auction lots
- Comprehensive member bidding functionality
- Multiple language support
- Variety of hosting and ongoing support options

#### Key Features:

- **With both highest and lowest unique bidder wins options**
- **Flexible Content Model** – take complete control of content. Combine your own inventory with attractive third-party prizes to develop a unique offering
- **Scalable Platform** – residing outside an organisation's existing system infrastructure, SmartAuction™ offers bidders a dual payment option of cash and or points
- **Fully Managed Marketing Communications** – creative templates and full marketing support available

#### Plus:

- SmartAuction™ – can be fully integrated with other online platforms such as our PointsPlus™ earning and redemption suite
- Flexible browsing functionality is available across a range of auction lots



**Match&Win™**

### Engaging promotions to motivate cardholders with tailored suite of great prizes

Match&Win™ is an online promotional application that awards prize tokens redeemable for a spectrum of attractive prizes.

Match&Win's greatest appeal is its flexibility around content and customer interaction. Participants can receive instant prizes, collect and match their prize tokens for bigger prizes, or trade tokens with other members. Prizes can be tailored to a budget and the promotional liability capped.

As a result, it is perfect for generating increased card usage with existing customers, or as an incentive to resellers and agents.

Match&Win™ makes it simple to run tailored campaigns with unique objectives, for different customer segments.

#### Key Benefits:

- Achieve behavioural changes by encouraging habitual usage
- Generate greater revenues through increased interaction and usage of cards
- Add value to your existing offering and engage customers
- Incentivise specific target audiences
- Differentiate your brand and gain competitive advantage

#### Functional Overview:

- Fully managed solution with dedicated support
- Sophisticated member-activity tracking functionality
- Supports multiple currencies and multiple languages
- Online administration system for managing content

#### Key Features:

- **Controlled Prize Fund** – no liability 'build up', often a problem with traditional points-based programmes
- **Varied Prize Pool** – variety of products and services, including prize vouchers for broad appeal
- **Flexible Incentive Tool** – can be implemented either as a short-term tactical promotion or as a longer term incentive programme
- **Data Acquisition and Insight** – access and profile customer data from user registration and transactions
- **Engaging Trading Mechanics** – innovative trading feature amongst promotion participants
- **Quick and easy to integrate**, manage and optimise



**Buy&Fly™**

## A unique and highly motivating travel and leisure rewards programme

Buy&Fly™ can be coupled with the PointsPlus™ online redemption component, allowing members to easily claim redemption offers. The flexible, intuitive sourcing and management platform facilitates transactions and manages points.

### Key Benefits:

- Enhance and differentiate your customer relationship programme to build and maintain loyalty
- Motivate and change cardholder behaviour and spending patterns
- Increase retention and gain new customers
- Gain valuable customer insight
- Helps your brand reduce its redemption liability and sell distressed inventory
- Increases guest interaction and engagement
- Reduces attrition
- Generates additional revenue

### Functional Overview:

- Intuitive and easy to use web-based administration system
- Fully managed solution with dedicated telemarketing centre

### Key Features:

- **Flexible Reward System** – influence cardholder behaviour by awarding additional points
- **Full Marketing Service** – marketing support, account management and campaign reporting provided as part of the programme
- **Own the Relationship** – you provide the proposition to retain brand equity



## PrivilegeHub™

### Giving you instant access to partnership offers

PrivilegeHub™ is a one-stop shop for sourcing attractive partner offers from leading global and regional brands. These include airlines, hotels and resorts, entertainment brands and retailers.

PrivilegeHub™ gives access to a wide range of pre-designed third-party products that have already been sourced and negotiated. You pay for offers and download content not only onto your website, but also within your promotional and communication material.

Whether your audience are new customers or account and cardholders, PrivilegeHub™ adds value to your communications with ready-to-go partnership marketing.

#### Key Benefits:

- Add value to your communications with ready-to-go partnership marketing content
- Meet audience expectations with enticing and attractive partner offers and promotions
- Increase interaction and loyalty with complementary third party offers
- Differentiate your brand proposition

#### Functional Overview:

- Intuitive and easy to use website for accessing offers and purchasing content

#### Key Features:

- **Unique Partner Offers** – pre-arranged offers from global and regional brands, with approved content
- **Immediate Access** – a ready-to-use website that lets you purchase and receive offers
- **Subscription Model** – tiered subscription to a fixed number of offers per month/quarter/year, and RSS feeds directly from PrivilegeHub™
- **Continually Evolving** – partner offers and benefits