



**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