



Background

Green Rewards brings together some of the leading names from the environmental, loyalty, marketing and communications sectors in the UK. They wanted our help to better engage their member base and build long-term relationships.

The Challenge

To provide Green Rewards with a fully integrated, bespoke, revenue-generating online loyalty solution.

We needed to design an online programme that would:

- Reward their customer base for their online shopping – driving loyalty and retention
- Enhance their product offering
- Provide additional revenue opportunities

Our Solution

In conjunction with our digital agency, Vivid Lime, we proposed an online loyalty platform that offers Green Rewards members the opportunity to redeem points for ecologically sound products, services and experiences.

A centralised 'My Account' was created, giving an overview of purchases made on the Green Reward website to encourage greater usage by members. We also customised the eCommerce and loyalty platform, in order to create a seamless journey between two very different technologies.

The eCommerce environment also included functions for the management of store products, inventory and external supplier fulfilment.

The solution offers a user-friendly platform with the flexibility of points, cash, or the combination of both, for customers' transactions.

Results

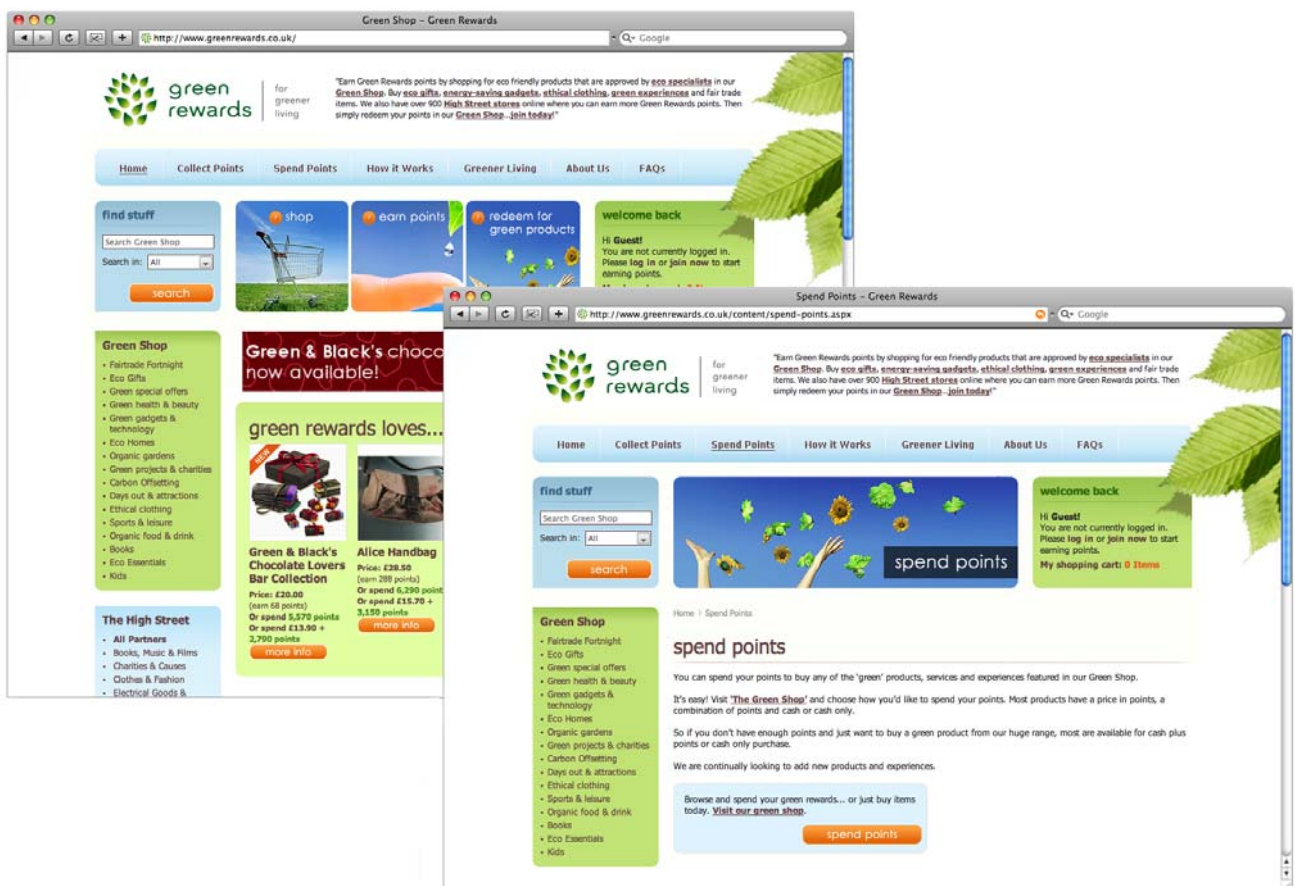
The result? Green Rewards now has the most diverse and comprehensive green online offering in the UK.



RewardAll™



Our Work



Worldwide innovation.

Collinson Latitude™ is the leading global provider of new and recurring revenue programmes in the airline, hotel, travel and financial services industries. Collinson Latitude™ is part of the Collinson Group, a global leader in a diversity of specialist travel membership, insurance and marketing services.

Worldwide expertise.

As a group, we understand the travel market first hand, with over 3 million customers worldwide who have bought our insurance and lounge pass products. We partner with more than 2,500 online merchants and partners globally. We work with a wide range of blue chip international clients, including some of the world's leading hotel, financial services and airline brands. Our long-standing relationships with many of these clients are testament to our passion and expertise.

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