



BenefitsPlus™

Driving incremental revenue through increased customer value propositions

BenefitsPlus™ delivers recurring revenue through the provision of value-added benefits, packaged for your guests.

The BenefitsPlus™ product range is designed to appeal to a wide customer base and developed to enhance the value of existing loyalty programmes without eroding the value of Frequent Guest Programmes and elite customer tiers.

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 audience profiles and strategic business requirements.

BenefitsPlus™ adds real value to your core offering and can be effectively used to drive both customer retention and 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 gain 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:

- Drive new and recurring incremental revenue
- Develop even more profitable long-term customer relationships
- Appeal to a wider audience with a range of benefit-led, widely appealing products and services
- Maximise the potential of your loyalty programmes
- Differentiate your brand proposition

Functional Overview:

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

Key Features:

- **Broad Range of Tiered and Flexible Benefit Products** – benefit packages to fit your guest 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-language capabilities
- **Fully Managed Marketing Communications** – creative templates and full marketing support available

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