

Travel - Discover new destinations of ancillary revenue and customer loyalty

Providing a suite of value add products that deliver increased customer engagement and new channels of revenue. Enabling travel brands to strengthen long-term customer relationships.



BenefitsPlus™

Generate annual subscription-based revenue from your customer base, through packaged lifestyle and travel related benefits.



PurchasePlus™

A fully scalable platform enabling your customers to get all of their travel-related services from your site, in one seamless transaction.



PointsPlus™

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



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.



Collinson Latitude™ Insurance

Full service, bespoke and flexible insurance packages providing a range of high value benefits to customers.



BenefitsPlus™

Driving incremental revenue through increased customer value propositions

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

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 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 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-language capabilities
- **Fully Managed Marketing Communications** – creative templates and full marketing support available



PurchasePlus™

Maximise revenue for all of your customers' travel extras

PurchasePlus™ enables your customers to book all of their travel-related services in one seamless purchase transaction on your website.

From products such as airport lounges and travel insurance to airport transfers, parking and hotels, your customers have a wider choice of products at great rates bookable during or post-booking.

The PurchasePlus™ platform is fully scalable and the product suite can be tailored to complement and include your existing offerings and partnerships.

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.

Delivering real value to your customers whilst providing you with a new ongoing revenue stream.

Key Benefits:

- Maximise your revenue potential during or post booking
- Enhance your product offering and drive repeat business to your website
- Add real value to your product offering
- Meet customer expectations of a seamless travel purchase experience
- Leverage your brand equity

Functional Overview:

- Efficient, robust and state-of-the-art technology and system
- Fully managed and maintained booking engine
- Sophisticated tracking and fully managed revenue distribution

Key Features:

- **Fully Scalable Platform** – offered as a white-label, stand-alone product for minimal impact on existing IT infrastructure. Option to have fully integrated into your booking system

- **Tailored Product Portfolio** – manage existing and connect to new suppliers for flexible contracting
- **Streamlined Customer Experience** – developed to be open-ended so that information provided in the main purchase process can be passed between booking engines as required
- **Simplified Booking Process** – package products for purchase through one booking interface

Plus:

- Ability to add existing partnerships into the platform
- Real-time availability for all products
- Detailed reporting and customer behaviour analysis for all suppliers
- Designed with 'best practice' user-interface to optimise conversion
- Enhanced features including travel guide and user-generated travel forum



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 customers with points or cash back 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 members to redeem their loyalty points. Flexible options include highest and lowest unique bidder wins

SmartAuction™ provides a range of exclusive and appealing products and services for your members 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 programme.

The SmartAuction™ platform enables loyalty programme owners to differentiate their brand, reduce redemption liability 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



Collinson Latitude™ Insurance

Collinson Latitude™ can deliver a full service insurance offering through sister company, Columbus Insurance Group. Columbus and Latitude can provide comprehensive and bespoke packages to add a range of high value benefits to loyalty and membership programmes.

With 20 years specialist experience in the sector and over £40million of premiums covered annually, we are able to call on a range of in house specialists from Lloyds broking and Lloyds of London market access to specialist travel broking and marketing services – ensuring provision of insurance benefits is world class.

Key Benefits:

- Enhanced ancillary revenue stream
- Bespoke cover and tailored benefits to meet your needs and budget
- High customer perceived value
- Easy integration
- Provides differentiation

Functional Overview:

- Bundled insurance products require no IT integration
- Insurance bundles are fully managed and administered by specialists
- Travel insurance only solutions can be fully integrated to your site, or provided on a white-label or co-branded basis
- Fully managed service

Key Features:

- Total product flexibility – packaged benefits bundles can be completely tailored to your needs
- Cover available for multiple countries of residence
- Tiered benefit range allows you to reward or incentivise upwards movement through benefits structures
- High levels of retention and annual renewal hugely benefited by inclusion of insurance benefits
- Specialist Lloyds broker allows access to truly world class insurance solutions
- Long experience of insurance provision for the travel sector via specialist brokers, and loyalty and membership product augmentation