



GlobalLoyalty Positioning Statement



Introduction

This document discusses how GlobalLoyalty assists loyalty programs to achieve clear differentiation, increased relevance and improved customer retention...

GlobalLoyalty is a new approach that introduces a new level of relevance for all loyalty programs across many sectors. Our collaborative approach supports instant plug-n-play promotions for practically any product from Airline, all travel, experiential, ticketing through to traditional merchandise

... this approach turns loyalty programs into a 'destination' - a proactive / dynamic environment...

A solution for:

- Card Associations & Issuers.
- Coalition programs with multiple partner relationships.
- Marketing groups with multiple clients & client programs.
- Enterprise group structures (e.g. global hotel groups etc.)

Ubiquity in Loyalty

There's been a proliferation of loyalty programs in the marketplace, the breadth and depth of programs globally is vast and penetrates practically all business sectors.

Programs have traditionally followed the trusted earn and burn approach offering merchandise, vouchers, coupons and discounts on in-house products, etc.

The result is a large degree of sameness in reward offerings / promotions and in most programs a one size fits all solution.

The traditional loyalty model has now reached a state of maturity and to a degree commoditization.

Multi-channel marketing and a more dynamic targeted approach are current catch phases. Achieving these objectives is often constrained by existing technology which are usually founded on CRM or standard order entry solutions.

"Loyalty Programs need to innovate, become more dynamic and responsive

... achieve clear differentiation, be more relevant, re-incentivize their customers and simply process and fulfill more cost effectively"

GlobalLoyalty incorporates the necessary capabilities to achieve these objectives.

Key Benefits

- Achieve clear differentiation over competitor programs
- New levels of relevance for your members
- Increased customer retention
- Lower your administration, process and fulfillment costs
- Work collaboratively with suppliers, partners & complimentary programs

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- Collaboration
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Loyalty Technology - Static not Dynamic

Not to stress the obvious: reward redemption is the mechanism that drives retention and increases your market share and actually builds loyalty – this is the end game of all successful marketing plans.

It's the privilege of redeeming and receiving a hard / soft reward that drives customers to join any program.

A common perception is that CRM solutions incorporate all the necessary functionality across the loyalty lifecycle.

Many enterprise level CRM platforms do provide a range of loyalty capabilities from channel marketing, enrollment, tier management, points accrual rules, etc...

However focus is on the front side earning and promotion part of the loyalty lifecycle. As such they have serious limitations in the reward & partner fulfillment process.

Voucher / coupon issuance discounts on core products are the norm for CRM systems.

The sameness of reward offerings, lack of instant member fulfillment, disconnection with members is a key failing of many programs which utilize CRM systems.

Customer loyalty is not about collecting every last piece of data and then cross-sell or reward customers with something they don't want.

CRM and loyalty specific platforms fail to support partner collaborative mechanisms where partners can interact directly within the program...

Traditional Approach - Limitations

Lack of Differentiation

Systems by and large follow a traditional approach for redemption / fulfillment.

Rewards cover standard merchandise and support for other travel, experiential, and entertainment type products usually occurs via a voucher redemption process.

Turning a loyalty program into a dynamic up to date destination is the key to retention.

Limited Relevance

Current solutions generally lack the capability to establish program within a program" targeted offerings.

Promotions and rewards lack substance, aren't personalized and a one size fit all approach!

Promotions and rewards such as travel, targeted across the right channel have far greater relevance and conversion.

Static Delivery

Order entry, catalog and voucher based systems don't readily support dynamic partner promotions aside from traditional merchandise.

Vouchers disconnect members from the program and don't provide instant dynamic results.

The internet has led to customers demanding instant real time delivery.

“Cross Sector processing within the Loyalty Program”



“E-Commerce Integrated with Loyalty”

Our Approach

GlobalLoyalty differentiates itself functionally from all other CRM / LMS specific solutions by combining the following capabilities in one solution:

1. Collaborative B2B Network Structure:

.... An open business framework supporting complex loyalty structures including coalition and marketing group / client models.

Rather than a closed in-house CRM and order entry structure we offer an outward facing collaborative structure that enables promotions to be setup in conjunction with partners then transacted within the program for a wide range of products.

2. In Program Embedded Processes.

.... Complete end to end B2C and B2B earning and redemption processing of all travel products, integrated ticket solution, vouchers, coupons, general merchandise. Essentially a powerful cross sector capable E-Commerce solution integrated with loyalty. Support for collaborative partner promotions... a dynamic / flexible environment.

3. Covering the complete loyalty lifecycle:

.... A multi-channel earn through burn solution via web, POS, mobile, etc. Complex loyalty capabilities including tier management, points accrual, segmentation, complex points engine rules including promotions down to SKU levels.

what if possibilities?

Airline / low cost carrier promotions processed within the program - privilege marketing

Last minute accommodation bookings, experiential rewards, all book-able

Pre-public release concert bookings (ticketing within loyalty)

Loyalty auctions & cross/up sell partner promotions

Mobile location aware earn and burn promotions linked into POS.....

All configurable & managed in conjunction with partners. Instantly publishable to main or sub programs and fully transact able on a part points basis within the program with complete communication and transactional flows back to partners / suppliers.

Trends - New Thinking in Loyalty

Choice, collaboration, convenience, relevance and instant customer fulfillment..

GlobalLoyalty considers **collaboration and customer-driven engagement to be crucial in differentiating programs and delivering new relevance.** Collaboration...look for strategic partners that compliment yours/their brand...a symbiotic approach

- Collaboration

- Customer-driven / reconnect with the customer

- Instant and relevant rewards

- Multi-channel engagement

Widening customer engagement across all channels including mobile, social and emerging media is crucial...but it needs to be targeted and responsive.

Introduce choice and enable a far more instant and dynamic approach to rewards. A move away from traditional merchandise, reliance on vouchers and coupon is the objective.... however many operators confuse issuing vouchers for travel products with providing support for travel, experiential products... online is now about instant fulfillment and relevance.

Customers want programs to offer convenience and choice... turn a Loyalty Program into a destination that facilitates complimentary promotions.

...embed last-minute type accommodation via collaboration with key resellers... enable pre-public release ticketing within your program to members on higher level tiers...introduce auction capabilities, etc.

Many programs are actively looking to collaborate usually through integrating within 3rd party sites and directing members to those sites...

GlobalLoyalty allows for this in reverse... **integrate any product via contracts with 3rd parties and fully support the booking / transaction process within the program**... unique, convenient that'll vastly widen the appeal of any Loyalty Program.



**Support for
complex B2B
Collaborative
Structure.**



**Vouchers
offered
as an online
reward!**

**Is this a
contradiction?**

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Technology enables but “application” wins...

It's not about new technology for the sake of it per se... It's always about the application of the technology and not simply introducing new initiatives across any channel.

Many programs are underpinned with mature platforms that work well in a traditional loyalty manner, i.e. a catalog solution supporting merchandise and vouchers / coupons, etc.

However a lack of relevance and sameness is seeing many programs experiencing increased points breakage and customers becoming disinterested... whilst some breakage is financially beneficial too much breakage is likely to result in a program failing to meet any core objectives.

A new approach is required that will re-engage customers and bring new levels of relevance and stickiness...do you have the technology to implement such a strategy?

Summary

GlobalLoyalty is the loyalty sector's first cross sector integrated offering that simplifies earning & redemption processing and enables a range of unique new collaborative promotional options to be rapidly implemented within a loyalty program.

GlobalLoyalty incorporates the necessary complex loyalty management functionality combined with a flexible collaborative B2B business structure and unrivalled in program promotional B2C capabilities that delivers the following benefits to any program,

Benefits

- Clear differentiation over competing programs.
- New levels of relevancy and stickiness.
Loyalty becomes a centralized promotional destination that provides members with highly relevant offers & reward choices. Move well beyond a static and disconnected voucher approach.

... e.g. last minute travel bookings within the loyalty program on points plus cash basis?
- Increased Customer Retention. Re-engage with members and have the ability to rapidly implement “actionable/bookable” promotions.
- Unrivalled efficiencies across B2B processes and reduced costs across administration, processing and fulfillment.