



BenefitsPlus™



A suite of memberships comprising products and services that drive retention and new, recurring revenue

BenefitsPlus delivers new, sustainable revenue from your customers through a range of packaged products and services offered below market prices. If retention is your focus, then our membership packages are also a clear way to differentiate your offering and retain your most valuable customers. We can provide a package of benefits that you can give to your customers to keep them loyal, incentivise them and reward them. Pre-designed benefit packages are available as an annual membership that includes non-competing, complementary travel, lifestyle, leisure and insurance benefits. Alternatively we can advise you on a tailored suite of bespoke benefits to fit your customer profiles and business needs. BenefitsPlus adds value to your core offering and can be effectively used to develop and strengthen customer relationships, optimise customer touchpoints and encourage cross sales of your core products.

Product features:

- A broad range of products and service benefits for wider appeal
- Flexible packages available to meet your customer profiles
- Stand-alone product - delivered in your brand identity and online environment for a seamless user experience with multi-lingual functionality
- Fully managed solution - registration, payment processing, benefits activation, communications and renewals

Additional options:

- Marketing communications support
- Online promotional applications such as scratch cards and prize draws to further engage your customers
- Dedicated call centre support for certain countries/regions

Benefits to you:

- Generate new and recurring revenue
- Increase loyalty from your non elite customers
- Develop and strengthen customer relationships to increase retention
- Appeal to a wider audience with a range of desirable products and

services

- Differentiate your product offering
- Encourage cross sales of your core products
- Identify and optimise customer touchpoints
- Enhance existing loyalty and membership programmes

Benefits to your customer:

- High actual and perceived value
- Relevant and appealing benefits - tailored to suit customer lifestyles
- Convenient and hassle free - seamless online benefit usage, be that the purchase or activation process

Peace of mind - a range of comprehensive insurance products

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