



iRedeem™

## **An online platform driving wider member engagement by offering a highly personalised, relevant and attainable redemption experience**

iRedeem is an online redemption programme enabling members of a loyalty or membership programme to spend their loyalty currency on a range of exciting travel, lifestyle and leisure rewards.

Built on leading e-commerce technology and with a network of global partners iRedeem currently serves blue chip companies across the globe, offering them a personalised customer experience. You can incorporate your own inventory to provide greater redemption choice and reduce distressed inventory.

With a range of innovative and unique rewards, iRedeem enables you to add value to customer relationships, drive retention, differentiate your programme and helps you to face the challenges around IFRIC 13.

### **Product features:**

- Built on best in class e-commerce technology, maximising up-sell and cross-sell opportunities
- Customised reward offering - tailor the range of rewards to match your customer profiles
- Member website delivered in your brand identity
- Flexible platform with seamless integration into existing points based programme
- Intuitive web-based administration system for managing content

### **Additional options:**

- A fully managed solution with dedicated support
- Online promotional applications such as scratch cards and prize draws to further engage your customers
- Choice of redeeming with a fully flexible combination of points/miles and cash

### **Benefits to you:**

- Increase demand for your loyalty currency
- Reduce reliance on core inventory
- Release deferred revenue
- Increase member engagement and programme participation
- Enhance and differentiate your offering and deliver targeted

communications

**Benefits to your customer:**

A wider choice of relevant attainable rewards, including travel, lifestyle and leisure, that offer everyday value and a personalised experience

Original Page - <http://www.collinsonlatitude.com/products/iredeem.aspx>