



CASE STUDY

Global Technology Company

High Reward Volume

High Reward Volume

The client's "core objectives" was to consolidate reward management on a global basis through a single vendor who could meet the following deliverables:

1

Broad reward selection across all reward categories in all 117 participating countries

2

Deliver significant reward cost savings globally versus the current offering

3

More relevant, locally sourced merchandise brands and retail gift card offers

4

Significantly improved service levels with transparency for the participants and client

Savings of up to

75%

Global Reward Solutions (GRS) was the perfect fit to provide this multi-national technology company with global reward and fulfilment services in all 117 countries.

Leveraging the GRS platform and fast connect API, this company easily connected to the entire global GRS rewards gallery in just days.

In addition to the quick setup, the client immediately realized significant savings across all countries globally by as much as 75%! These savings were due to how GRS sources rewards locally versus how the incumbent used regionalized distributors that added costly duties, taxes with much higher delivery costs.

These savings amounted to millions of dollars in reduced reward spend annually but this was just the beginning, GRS also delivered the following added benefits.

Vast reward selection across all reward categories including:



Merchandise

Increased selection from 100's to 10's of thousands per country



Global Digital eBooks

Over 750,000 titles, including best sellers in all countries



Global Travel

Includes all travel categories with over 400,000 hotels and more...



Local delivery improved speed of delivery for members from weeks to 3-5 days globally



Order escalations were less than .005%, and all escalations were managed in <24 hours



GRS provided real-time order tracking



SLA's are also tracked and available in real time to all participants as well as the client

In short, GRS significantly increased reward selection and value while dramatically improving delivery time. The client and their participants are now able to track all orders in real time; every detail is now transparent and at the client's fingertips to view at anytime.

Additional GRS Features and Benefits

Region Specific Merchandise

As part of the appeal of the GRS program, our focus was to provide merchandise appealing to each geographic region.

Examples of region-specific items include:

- Goats in Bangladesh
- Saris in India
- Fresh fish in South America
- Biodegradable sky lanterns in China
- Hand-knit Alpaca sweaters and mitts in Bolivia
- FIFA World Cup soccer balls anywhere that soccer is played - everywhere!

LATAM Gift Cards

In LATAM, the GRS offering includes retail gift cards from leading brands including, but not limited to:

- All major cellular carriers across all LATAM countries – Instant mobile top up
- Americanista
- Bajalibros
- Cinepolis
- Club Penguin
- Convergja LD
- Factura Fiel
- iTunes
- Kaspersky
- Nintendo
- PlayStation
- Skype
- Sony Plus
- 3 meses
- Xbox

Fashion Offerings

In the United States and Canada, the GRS Fashion Merchandise selection features thousands of items from popular, in-demand brands including, but not limited to:

- Burberry
- Coach
- Ferragamo
- Fossil
- Furla
- Kate Spade
- Marc Jacobs
- Michael Kors
- Maui Jim
- Ray-Ban
- Tory Burch

Middle East Rewards

GRS has developed a comprehensive rewards offering in the Middle East, with leading brands including, but not limited to:

- Apple
- Samsung
- Coach
- Michael Kors
- Aqua Therapy from Dead Sea Products
- A Yashmagh from Al Bassam
- Versace
- Club Rivera
- Valentino
- Dunhill
- Pierre Cardin

Monthly Campaigns

Within the GRS platform, seasonal and event specific campaigns are created to increase user engagement and redemption. These promotions can be customized based on regional requirements and events. Most recently, a New Years campaign focused on promoting the redemption of points to help users accomplish their goals. Users were motivated to pursue their New Years resolutions by redeeming their points for wearable technology, sports equipment, gym equipment, and more!

Reward Trends

No one wants to choose from the same-old rewards year after year! Your provider should keep things fresh by sourcing the latest and most highly coveted rewards in local markets. For GRS, global mobile top-up is a popular reward option as it allows anyone, even those without a mobile plan, to instantly add minutes. Additionally, merchandise and digital media continue to be an integral part of the catalogue assortment.

GRS – Global Reward Summary



Merchandise

Our vast merchandise catalog offers thousands of unique products to members in over 85 countries. There's something for everyone. We feature the world's best-selling brands, including Apple, Bose, Sony, Morphy Richards and much more. Our products are sourced and shipped locally, which means fast 2-3 business day delivery. With new merchandise added daily, our catalog is continually refreshed, so there's always something new to see, and no frustrating 'out-of-stock' messages.



Hotel, Travel & Experiences

We've negotiated amazing discounts and unbeatable rates on hundreds of thousands of hotels, vacations and experiences. Choose from over 400,000 discounted hotels, over 100,000 highly discounted resorts, and over 17,000 excursions and guided tours. Last minute deals are also available, with insider access to hundreds of sold-out live shows like The Lion King or sporting events such as the NBA and Super Bowl.



Gift Cards

Our Reward Cloud gives you access to over 850 retail gift card brands around the world. These convenient cards offer significant discounts at popular brands like Amazon and Starbucks. Cards are available both as digital and physical gift cards for fast and easy redemption.



Charities

Giving back to the community can be the ultimate reward. That's why you can spend your points on hundreds of supported charities such as United Way and The Sick Kids Foundation. We've even lowered the redemption values for our charities to make it even easier for you to use your points, while helping a great cause.



Global Savings

This exclusive feature offers members-only discounts on the world's top brands and experiences. Save on movie tickets, fashion, restaurants, cruises, hotels and technology and much more.



Mobile Top-Up

Real-time mobile credits and rate plans are available from over 260 carriers globally and are instantly redeemable in over 85 countries.