

DESIGN SUITE

YOUR DIRECT CONNECTION TO BRAND ENGAGEMENT.

FLEXIBLE, AFFORDABLE AND EFFECTIVE STRATEGY AND PROGRAM DESIGN.

Every loyalty and engagement strategy is built on a unique foundation based upon your goals, customers, employees, brand equities and competitive environment. Whether your objectives are to retain best customers, drive incremental revenue or motivate your employees and channel partners. You need a strategic road map and a comprehensive program plan before you implement.

Enter Incentives Solutions **Design Suite**: a flexible suite of consulting solutions that draws Incentive Solutions and Design upon extensive expertise across two continents and dozens of industries to deliver successful loyalty solutions to Business-to-Business, Business-to-Consumer, and Business-to-Employee clients. Our rigorous consulting process aligns with both your marketing objectives and your financial requirements. We'll design a program that differentiates you in the marketplace and aligns with your brand. We'll recommend the right tools, technologies, and operational requirements necessary to succeed. Creating a strategy that delivers on your financial objectives.

That's Design Suite: your direct connection to brand

WE SPECIALISE IN THE FOLLOWING SECTORS:



B2B

Your business depends on demonstrating trust and commitment to your best customers. Incentive Solutions can help you find your direct connection to B2B loyalty.



CONSUMER

Loyalty marketing isn't about bribing consumers- it's about demonstrating loyalty. Incentive Solutions can set you on the path to more profitable consumer relationships.



EMPLOYEE

The first step in building loyal customer relationships is cultivating engaged, committed employees. Incentive Solutions can help you blaze new trails with employee reward and recognition programs.

CHOOSING THE RIGHT PROGRAM MODEL

Designing a program model that aligns with your brand, customer expectations, and financial objectives is critical to a successful engagement strategy. Design Suite will help you choose the right program model.

Our expertise includes:

- Classic "points-based" currency programs
- Coalition loyalty models
- "Soft currency" designs
- Auction-based programs
- Merchant/service-funded programs
- Communication-based programs
- Engagement-based programs

Whichever program model works for you, Design Suite will deliver the best solution for your brand, your business, and your customers.

DESIGNSUITE

YOUR DIRECT PATH TO LOYALTY AND ENGAGEMENT.

Wherever on the road to customer loyalty you find yourself, our Design Suite consulting process can help you complete your journey. Our talented and experienced team can assess your strategy, build a road map and your ideal value proposition. We can design a program from scratch or refresh your current activity. Here's a closer look at Design Suites key consulting services:



ASSESSMENT

We'll review your business goals and objectives and help you decide if a loyalty or incentive program is right for you— and if it is, we'll help you build a rock-solid business case for it.



PROGRAM

Comprehensive program planning including customer strategy, segmentation, program structure, value proposition construction, communications planning, technical requirements, and more.



AUDIT

We'll provide a complete assessment of your current program, compare it to competitive programs and industry best practices, and recommend a refreshment strategy to turbocharge your strategy.



FINANCE

We'll undertake a comprehensive review of your program financials such as funding rate, operational costs, program fees, and breakage to deliver a sound financial plan and a solid return on your investment.



TRAINING

We provide practical, principles-based training and education programs for your front-line staff, sales teams, customer care professionals, and back office staff to ground them in your customer loyalty strategy.

