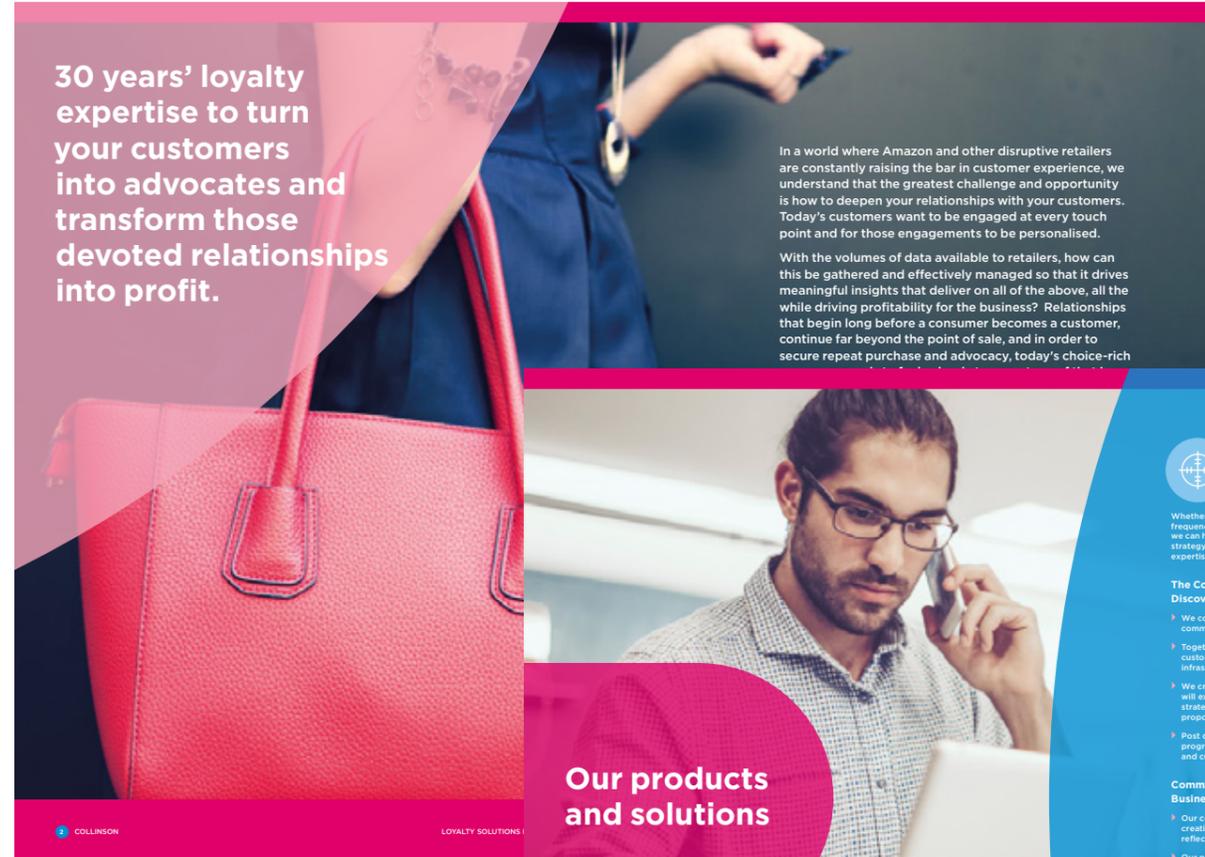
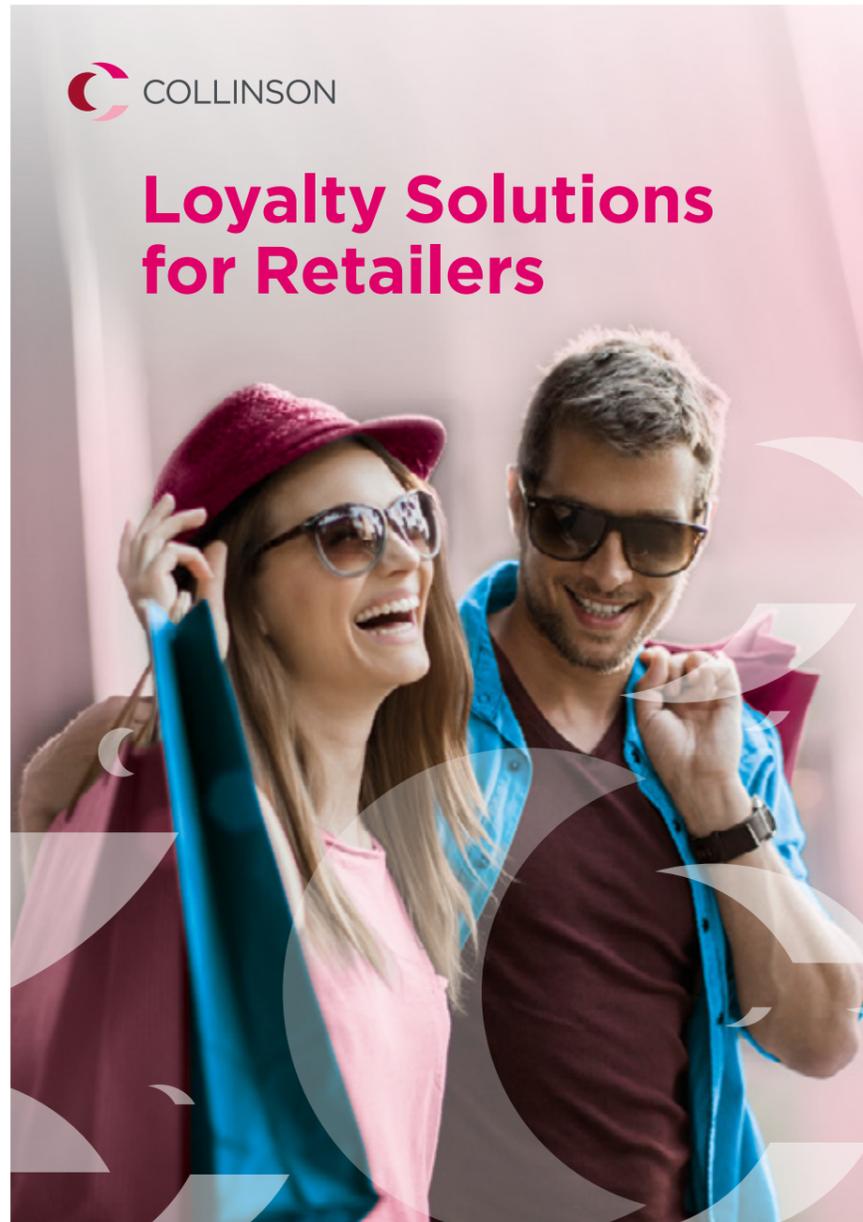


CLIENT: COLLINSON GROUP

Various marketing collateral



30 years' loyalty expertise to turn your customers into advocates and transform those devoted relationships into profit.

In a world where Amazon and other disruptive retailers are constantly raising the bar in customer experience, we understand that the greatest challenge and opportunity is how to deepen your relationships with your customers. Today's customers want to be engaged at every touch point and for those engagements to be personalised.

With the volumes of data available to retailers, how can this be gathered and effectively managed so that it drives meaningful insights that deliver on all of the above, all the while driving profitability for the business? Relationships that begin long before a consumer becomes a customer, continue far beyond the point of sale, and in order to secure repeat purchase and advocacy, today's choice-rich

Our products and solutions



Loyalty strategy

Smarter loyalty strategies. More profitable relationships.

Whether you need to acquire new customers, increase the frequency and value of transactions or drive advocacy, we can help you define or review a customer relationship strategy that starts with data and insight and apply expertise to drive your business objectives.

The Collinson Engage Methodology - Discover | Define | Build | Deploy | Optimise

- ▶ We collaborate to understand your business, commercial drivers and their wider context
- ▶ Together we analyse your business objectives, brand, customers, market trends, existing technology and infrastructure, and the competitive landscape
- ▶ We create the context in which your programme will exist, the guiding principles for your loyalty strategy and an outlined framework for your proposed programme
- ▶ Post deployment we can continue to optimise your programme using advanced data science, analytics and customer insights to drive continuous improvement

Commercial Optimisation and Business Modelling

- ▶ Our consultancy and strategy teams are experts at creating customised business and ROI models that reflect different loyalty and customer strategies
- ▶ Our proprietary customer motivation modelling tool identifies the key drivers of loyalty in your sector and business

Partnership Strategy

- ▶ We have access to an extensive global network of partners who will offer relevant benefits that increase your loyalty
- ▶ We can even manage your partnership network, removing the stress of negotiation and operations

Advanced analytics and customer insight

Deeper insights. Smarter actions.

Our loyalty experts use a bespoke mix of best-in-class tools in big data analytics, machine learning and marketing technologies to help you capture and utilise your data and segment your customers by their interactions and purchases. This enables you to further motivate their behaviour and spend as well as understand the impact of sales and discounting.

- ▶ Data planning, strategy and management
- ▶ Market analytics and intelligence - customer segmentation, SCV, predictive modelling
- ▶ Customer lifecycle mapping
- ▶ Performance reporting
- ▶ Pricing optimisation
- ▶ Basket analysis

Loyalty management solutions

Smarter customer engagement. More profitable relationships.

Every transaction is an opportunity to engage with customers and deepen devotion. Our award-winning loyalty platform and expertise will reward the transactional behaviour of your customers down to SKU level in real-time to drive engagement and profitability.

Collinson Realtime-XLS™

Our enterprise-grade, real-time loyalty solution for banks and large retailers. This allows customers to make use of their rewards currency when it is most convenient for them - at the point of sale.

- ▶ Deliver real-time rewards at point of sale
- ▶ Smarter communications - directly triggered via our solutions or via an API
- ▶ Client and customer portals with user friendly interface and API integration
- ▶ Configurable to adjust elements of your reward programme

Realtime-XLS is our award winning platform delivering...

- ▶ Over 23 million daily transactions
- ▶ 100 million end customers being rewarded

Brochures

Are your employees in safe hands?

THE CHALLENGES FACED BY EMPLOYERS AND THEIR EMPLOYEES WHEN TRAVELLING ABROAD ON BUSINESS - AND THE FRAGMENTED APPROACH TO DUTY OF CARE.

FEBRUARY 2016

Overview

The processes that UK companies employ to manage staff business travel varies significantly from sector to sector. While many adopt some Duty of Care principles, our research has found huge differences in how internal travel risk management programmes are implemented in practice. Despite increased awareness around the necessity of having a robust travel policy, some organisations may be exposing themselves and their staff to avoidable risks.

Randall Gordon-Duff, Head of Product, Corporate Travel, Collinson

Employers have a strong Duty of Care responsibility towards their employees. In the workplace, and legislation exist to provide a safe, secure and positive environment for staff to work. Ho employees travel abroad on business, what happens? Duty of Care? What rules and processes are in place to protect employees? What does 'best practice' mean?

Business travel is a core part of modern business, as UK firms look to expand and grow international opportunities. Opportunities are being found in established and more remote markets and economies - exposing new risks and firms to new challenges. Even in well-known destinations such as Europe and the US, the risk is shifting, placing more emphasis on a firm's Duty of Care processes.

However, according to Randall Gordon-Duff, Head of Corporate Travel, Collinson: "The truth is the processes that UK companies employ to manage and control staff business travel varies significantly from firm to firm. While many adhere to best-practice Duty of Care, research at Collinson has found huge differences. Some rely on information on the latest travel risks, others employ a range of travel management and corporate travel without any integration. The fear is that some firms exposing themselves and their staff to unnecessary risk."

This white paper explores Collinson's research in more detail. The firm commissioned research a HR professionals and employees who travel on business, asking an extensive range of questions about all aspects of business travel: how it's managed; the information used; communication with employees overseas; leisure days; and sentiment about the complexity of staff abroad.

£1 trillion in UK exports by 2020

International business travel has grown in importance as a channel for UK firms to seize new commercial opportunities, expand and grow. This has become even more significant given the UK Government's high-profile 'Exporting is Great' campaign, aimed at getting UK firms to trade internationally (target: £1 trillion in UK exports by 2020).

As Gordon-Duff explains: "Economic competitiveness is one of the defining global economic trends of the past decade. The world is more globalised and the winners will be the businesses that think cross-border and view 'success' from an international perspective. In this environment, it has become critically important that firms sending employees abroad for business make sure that they are comprehensively looked after and have the right tools and solutions at their disposal to maximise the success of these business trips and minimise any downside risks."

This Duty of Care requirement has become even more acute given fast-shifting global travel and security risks. Recent analysis by Collinson found a 52% increase in the number of risks by UK business travellers to high-risk destinations overseas in the first half of 2015 compared to the same period a year earlier.

High-risk destinations are ones that saw a higher occurrence of the type of events classed as 'category three' security incidents (such as attempted coups and terrorist attacks), as identified through Collinson's 360 Assistance portal.

"Notwithstanding, the evolving nature of such events means that wherever people are travelling in the world, preparation is key," warns Gordon-Duff.

Despite this strong demand and business case for international travel, Collinson's research among UK HR professionals, as well as UK business travellers, "highlights significant disparities among UK businesses and their staff when it comes to ensuring best-practice Duty of Care for employees travelling abroad."

The question remains whether enough UK firms have the right duty of care towards their staff, says Gordon-Duff.

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/400975/55-performance-indicators-number-of-uk-businesses-helped-to-improve-their-performance-through-internationalisation.pdf

The business traveller perspective

Significant numbers of people are travelling abroad on business: the research commissioned by Collinson found that 17% of UK adults travel abroad for work, with those doing so travelling, on average, seven times within the year, rising to nine among those living in London. Some 3% of respondents said they travel between 11 to 20 times a year.

Western Europe is the most common destination for business travel with nearly three quarters (72%) of workplace travellers having visited within the past 12 months. This is followed by North America (30%), Eastern Europe including Russia (26%), Asia (15%), Africa (12%) and the Middle East (7%). South America was cited as the least visited, by just 2%.

However, more than a third (36%) of those that travel for work said their company only provides standardised information for travelling which does not relate to their specific business travel needs and risks. Only a fifth (20%) said the information they receive is excellent. A further 15% are not aware of any formal communication, guidance or advice provided by their employer before they travel.

One of the more concerning findings was, in terms of the challenges of travelling abroad, that two-fifths (41%) of UK business travellers cited difficulties in getting advice on security risks.

Gordon-Duff says: "Given increased global social, political and economic instability and heightened terrorist threats, some employees are being let down by their employers. Even when travelling to Western European business destinations, traditionally viewed as lower risk, employees may require more in-depth briefings, information and guidance."

How business travellers rate the information they receive from their employers about the potential risks of visiting a country on business:

- 36% Information does not relate to specific needs
- 34% Information sufficiently meets my needs
- 29% Materials/advice are too complex
- 23% Materials/advice are too simplistic
- 20% Guidance/advice/tools provided are excellent
- 15% I am not aware of any formal communications
- 6% Information is not in a suitable format

Top destinations for business travel in the last 12 months:

- 72% Western Europe
- 30% North America
- 26% Eastern Europe
- 15% Asia
- 12% Africa
- 7% Middle East
- 2% South America

41% of UK business travellers cited difficulties in getting advice on security risks

The business of leisure days

One of the perks of international travel is being able to explore and visit places away from work - many people take time off just for this purpose (or at least aspire to). But how this is covered by insurance policies and how staff are looked after when not working remains very unclear. Collinson's research also asked both HR professionals and business travellers about 'leisure days' and so-called 'bolt-on days' - one of the least discussed aspects of business travel.

Just under nine in 10 (89%) of those that travel abroad with work said they were allowed to add leisure days onto their trip, taking an average of five days in the last 12 months. Of these, just two thirds (66%) said their company's insurance covers them over these additional leisure days, while 23% said they would not be covered by their company.

As for HR professionals, only around half (54%) said employees who wish to use their leave entitlement to 'bolt on' additional leisure days to their business trip are covered under their company travel risk services/policy. Randall Gordon-Duff warns: "Allowing staff to take additional leisure days can be a great way for firms to reward staff and can be seen as the hallmark of a successful, staff-friendly business. However, just because staff are not officially working, they can remain under a firm's Duty of Care. Our research shows that a significant number of staff are potentially under-insured and under-protected. There is also a clear mismatch between how firms and staff view this benefit and the level of care and cover."

"Given the significant, additional risks that can come with staff taking leisure trips, this lack of cover is alarming. Can UK firms really be fulfilling their Duty of Care in these instances?"

Format that employees most like to receive communications regarding travel risks:

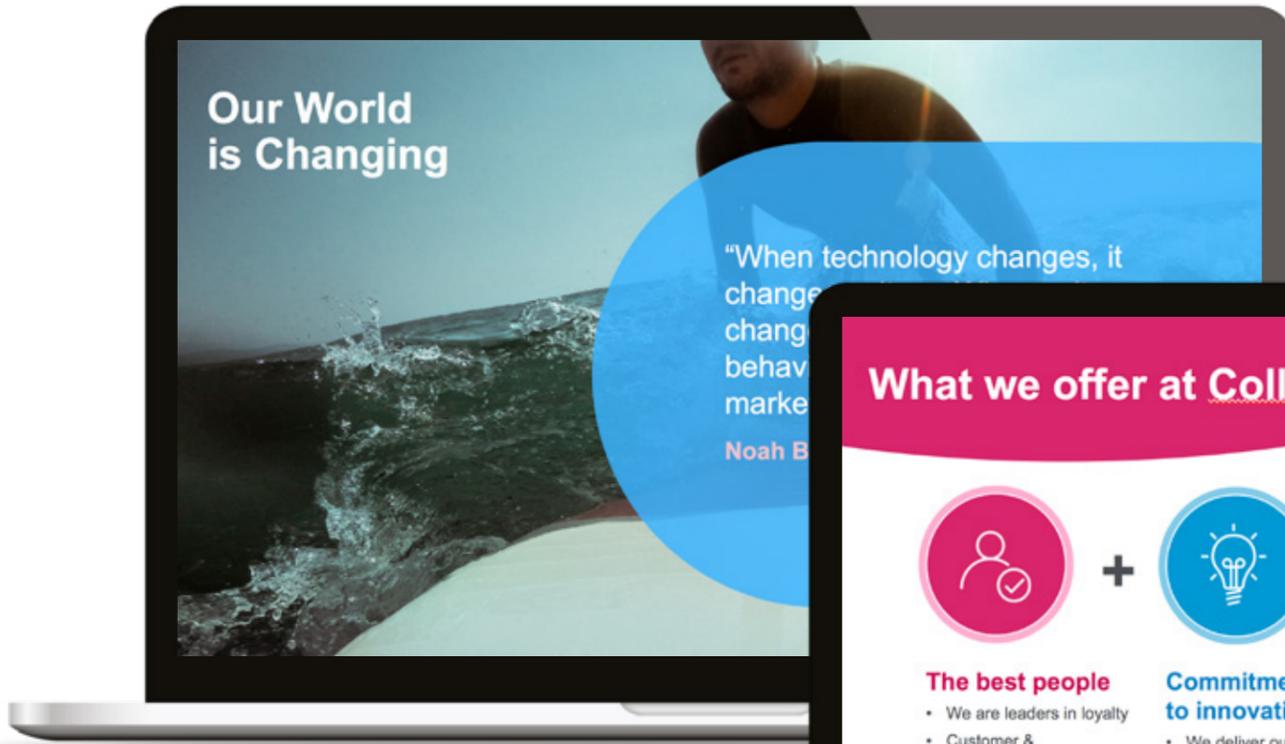
- 43% Email
- 14% Face-to-Face
- 13% Social Media
- 7% Messaging App
- 6% SMS
- 6% Telephone
- 4% Mobile Video

54%

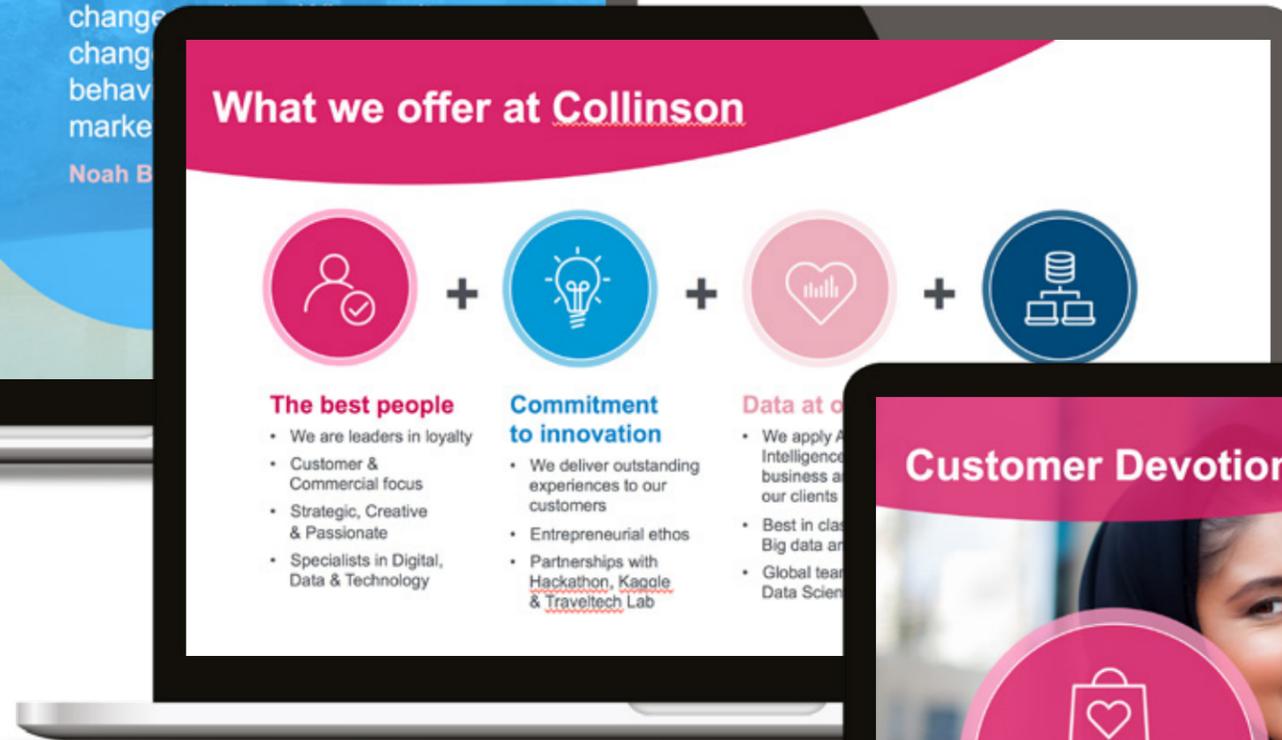
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Various marketing collateral

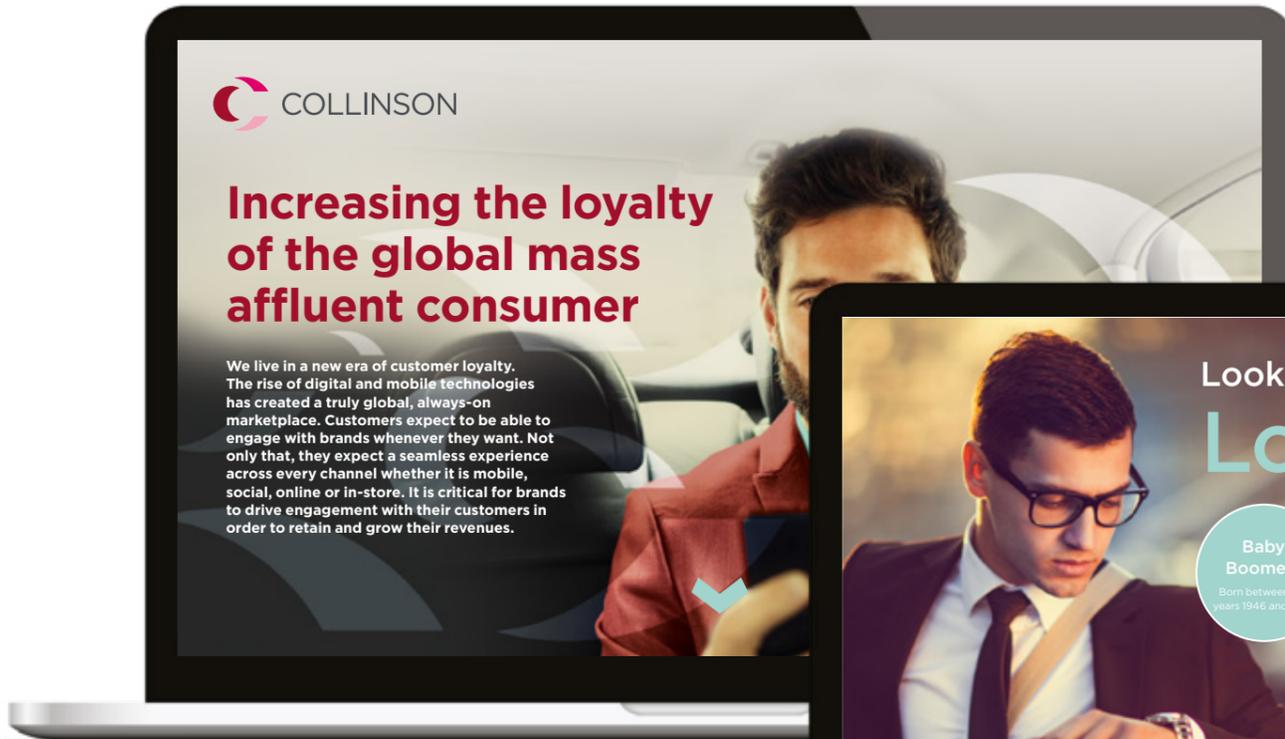


Powerpoint Presentations

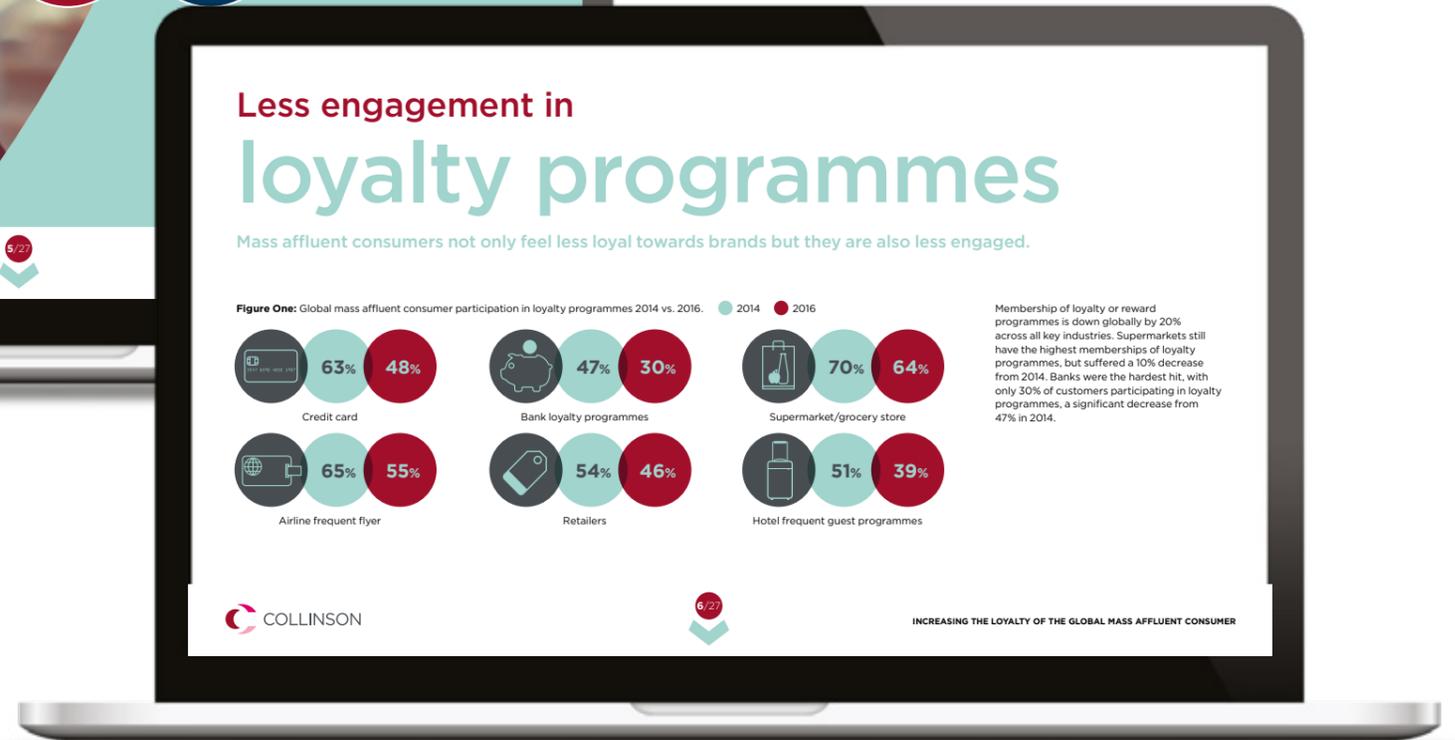
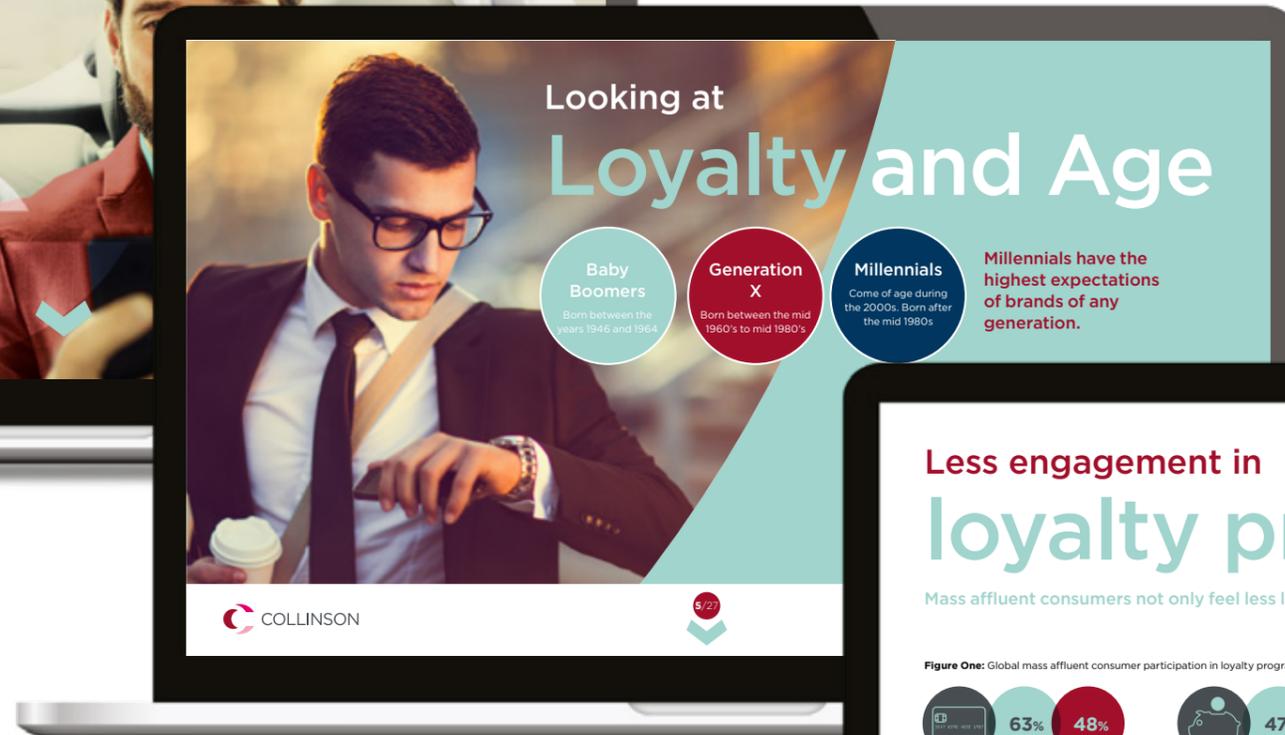


CLIENT: COLLINSON GROUP

Various marketing collateral



E-books



CLIENT: COLLINSON GROUP

Various marketing collateral



THE FOUR TRIBES



Infographic



Exhibition Stand

ANNOUNCEMENTS / APPOINTMENTS

CASE STUDY

Business announcements, client wins, launches and staff appointments all provide a platform for news which can help convey specific information or messages that you want your target audience to hear - whether it's the launch of a new product or service, or a brand's business strategy or growth.

Appointments

Announcing key appointments to your brand helps you to help convey specific information or messages that you want your target audience to hear - whether it's the launch of a new product or service, or a brand's business strategy or growth.

Launches

The announcement of the consolidation of our insurance and assistance capabilities - and the launch of the new and improved GTH mobile app - is a key driver for our business. This announcement is a key driver for our business. This announcement is a key driver for our business.

Results

The announcement of the consolidation of our insurance and assistance capabilities - and the launch of the new and improved GTH mobile app - is a key driver for our business. This announcement is a key driver for our business. This announcement is a key driver for our business.

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Results

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Case Study Sheets

END-TO-END LOYALTY SOLUTIONS TO ACQUIRE, ENGAGE AND RETAIN CUSTOMERS

We understand that customers increasingly expect to be rewarded and recognized for using your products and services over that of another provider and they want rewards that recognize their individual preferences and behavior. We also know that with the backing of a leading regulator and the higher new competitors, you need to work harder to acquire more customers, differentiate your proposition and deliver new ways of funding customer loyalty.

The program's loyalty solution brings together award-winning loyalty capabilities and technology best-in-class marketing and engagement capabilities to provide a complete end-to-end solution, and a range of marketing services and customer benefits that can be tailored to suit your business and customer needs.

CAPABILITIES

- Loyalty engine
- Loyalty member portal
- Online cash
- Online redemption
- Partnerships
- Car linked offers

CONTENT & BENEFITS

- Merchandise
- Gift cards
- Online travel booking
- Travel points transfer
- Partnerships
- Merchandise offers
- Airport lounge access

SERVICES

- Loyalty strategy
- Customer insight
- Customer engagement
- Programme design
- Programme management
- Member management
- Offer optimization

Product Sheets